

Fact Sheets
correspondence

December 21, 1955

Dr. Lawrence E. McKune
Television Producer-Coordinator
Michigan State University
East Lansing, Michigan

Dear Dr. McCune:

We do indeed appreciate the simulcast findings and statements as included in your December 14 letter. We plan to use both in our Fact Sheets and our Newsletter.

It was very thoughtful of you to take the time to tell us about it, and contribute to the "sharing" we now so seriously need.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

CONTINUING EDUCATION SERVICE

Mr. H. J. Skornia
NAEB
Fact Sheet Service
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

First off, I want to tell you the Fact Sheet Service is a reliable source of information which we find very helpful. Thank you for it.

In reference to paragraph two of Fact Sheet Series IV, Number 7, December 1, 1955, under production procedures, I would like to say, that we have used radio and television in simulcasts for a television series, involving a panel of two experts and a moderator, dealing with two books which treated the same or similar subject matter. Listeners were as much impressed as viewers but for different reasons and in varying intensity. No formal research was made on this program. Another incidence in which our radio station was used to augment our television productions, occurred in the telecast credit course series of basic Literature and Fine Arts-music, last spring. One-half hour before the program was telecast, music of the period was presented by radio as a required segment of the telecourse credit program. This made possible the inclusion of many musical selections illustrative of the period to be discussed in the lesson. Students felt it provided great enrichment for the course. Direct line from the television studio to the radio station was used for the simulcast. Continuity linked the radio series and augmented the music telecast.

The simulcast was carried in the fall term of 1954, the music course was telecast spring term, 1954. In our present schedule of planning, both programs will be reissued in 1957.

You indicated in the Fact Sheet that you would like to have suggestions or comments concerning this correlation of radio and television so we were prompted to send the information along to you.

Very sincerely yours,

LMQ
Lawrence E. McKune
Television Producer-Coordinator

LEM:tmm



"IT IS FOR US THE LIVING . . . TO BE DEDICATED HERE TO THE UNFINISHED WORK . . ."

LINCOLN

Fact Sheet
Correl P.

January 14, 1956

Mr. Irving R. Merrill
Director of Television Research, WKAR
Michigan State University of Agriculture and Applied Science
East Lansing, Michigan

Dear Irv:

Many thanks for your suggestion re the CEC study. I'm writing for at once and asking about the "confidential" problem.

In haste,

Harry J. Skornia
Executive Director

HJS:jg

January 14, 1957

Mr. D. K. Byram
Supervisor of Analysis and Reports
Audience Research Division
Canadian Broadcasting Corporation
P. O. Box 806
Ottawa, Ontario
CANADA

Dear Mr. Byram:

We would be most grateful for a copy of the Canadian Broadcasting Corporation, first and second CBC Halifax-Dartmouth studies which are titled "Radio Listening Patterns in a Canadian Community... "before" Television."

We are trying to keep abreast of such research and hope we may be authorized to use for our Fact Sheet service. I should like to inquire about the confidential classification which appears on Part I of the study only. This might affect what could be reported. Our thought is that several non-CBC stations may be mentioned by name. Naturally our report would not need to identify particular stations in this manner.

Neil Morrison and some others there know of our organization and service, and we try to keep your organization apprised of our findings as they develop.

We would be very grateful indeed for your reply, and a copy of the study, together with a statement of any limitations on its use.

Sincerely,

Harry J. Skornia
Executive Director

HJS/mfb
DRAFTED BY: Irving Morell

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

January 9, 1956

Dr. Harry J. Skornia
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

(A) I have before me from [the Canadian Broadcasting Corporation, the first and second CBC Halifax-Dartmouth studies which are titled "Radio Listening Patterns in a Canadian Communication . . . " before Television.]

May I suggest you write to B. K. Byram, Supervisor of Analysis and Reports, Audience Research Division, CBC, P. O. Box 806, Ottawa, Ontario, Canada for a copy for the NAEB headquarters library.

I notice the Audience Studies Section of the Fact Sheet Service is mighty thin and it is my opinion that some kind of report on these two important studies should be made. I will be glad to attempt a summary if you want me to.

(B) Incidentally, when you write Byram, inquire about the confidential classification which appears on Part I of the study only. This might affect what could be reported. My guess is that several non-CBC stations were mentioned by name. Naturally our report would not need to identify particular stations in this manner.

My one audience study of Lansing has been completed and is now awaiting duplication for distribution. I have the headquarters included in the folder of requests for copies of same.

Sincerely,

JRW

Irving R. Merrill
Director of Television Research, WKAR

*Fact Sheets
corresp.*

HJS

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

May 23, 1956

Mr. Gale Adkins, Director
Bureau of Research in Education
by Radio-Television, U. of Texas
Austin, Texas

Dear Gale:

Your letter is well-taken. (Incidentally how is the Fact Sheet you're to do for us coming? If you become a contributor (or editor) I'll tear up your check).

I've been asked "why not radio and TV?" before. If you or someone else can dig us up comparable stuff on radio, we'll be glad to make the switch. But everyone I've begged to do this has let me down and I can't invent it. And I don't think the Fact Sheets should unearth too ancient materials from pre-TV days on radio. So, "Barcus is willin'"---but where do we get this in an age of scores of grants to TV for such studies but none for radio?

You'll note that I (subtly?) try to infiltrate the TV Fact Sheets whenever I can with mentions of radio (as I did in review of AMT Journal, BBC materials and Philadelphia School reports) to keep readers reminded not to by-pass radio. Until I get more, that's all I can do.

If we send these TV Fact Sheets to radio-only people, they'll ask the same question you've asked, only louder, and I'll have several hundred more letters of explanation to write.

Nevertheless, in our new rate proposal to come up at Atlanta for vote, if the recommended increases in dues are made, everyone will get these as a part of membership service. Frankly the service was started to get evidence for people to present to their Boards, where TV Channels were in danger. Nighbert called to say these saved the day for him. It was not visualized as a member service as such. The subscription charge has winnowed out those who merely threw them away, so far. And whenever anyone has really needed, and couldn't pay, we've not turned them down.

If you, or the Research Committee, or anyone you know, can get me digests of the "useful studies in Radio Research" we'll change the title of the service and issue them promptly. Since I've now been riding herd on this alone,

Mr. Gale Adkins

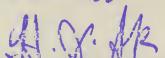
Page 2

May 23, 1956

I've not had time to go thru' many agency and Network reports. Those I have studied have not, in my opinion, been usable---because they're not on education by TV as I think we must restrict ourselves to it. Here again, we'll use anything any of you can get us. But we have no one, other than myself in spare time, to "feed" us such things regularly.

I've tried to answer as honestly as possible, and will appreciate your help, and that of all who can contribute to our all-too-modest service.

Sincerely,



Harry J. Skornia
Executive Director

HJS:cr

CC: Research Committee
Irving Merrill
Dallas Smythe
Ben Shimberg
F. L. Schooley
Lucinda Crile



For suggestion
or comment

THE UNIVERSITY OF TEXAS
BUREAU OF RESEARCH IN EDUCATION BY RADIO-TELEVISION
AUSTIN

GALE R. ADKINS, DIRECTOR

Jas
May 19, 1956

RECEIVED
NAEB HEADQUARTERS

MAY 25 1956

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry Skornia
NAEB Headquarters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I was pleased to read in your Special Notice to Subscribers that the Fact Sheet Service is going into its second year with increased faith in its ability to deliver something of value. I certainly want to add another voice to the chorus of approval that should be reaching you regarding the Fact Sheet project. It is my view that there is a nation-wide need for a research high-lights service; that the NAEB was the logical organization to undertake the job; that very useful and commendable work has been done; and finally, that the project should by all means be continued and further improved.

Over the months certain thoughts regarding the Fact Sheet Service have been bothering me. Perhaps this is a good time to ventilate those ideas. First, why is the service restricted to items of "Educational Television Research"? I presume that the original demand was for news of research about television. Probably the major proportion of current research concerns television rather than radio. Nevertheless, useful studies in radio research are being done. I think we need not argue the idea that those who work with educational radio want and need research information almost as much as educational television people do. Couldn't the service be broadened to include coverage of radio research (items chosen according to your present criteria)? The line at the top right of the Fact Sheet letterhead might be changed to "Educational Radio-Television Research" or "Educational Broadcasting Research". This change might even bring in a few new subscribers.

May 19, 1956

Your mention of clearing-house understandings caused me to wonder if research information is being exchanged with the networks and large agencies. I suppose these sources have been explored, but in looking back through my file of Fact Sheets I can find no reports of such origin. Perhaps no great number of network or agency research studies would meet the requirements, but some would definitely be of interest to educational broadcasters.

My last question is to ask why the Fact Sheet Service must be self-supporting and on a subscription basis. One result of the subscription system must be that many members are slow in sending in the fee and some may feel it to be an extra they can do without. I suspect the result is a spotty, inconsistent kind of service to the membership. In my opinion, all members should have the Fact Sheets.

Since the Fact Sheet Service is not an obviously expensive operation, like the Tape Network, the reason for the fee is subject to misunderstanding. One of the undesirable wrong impressions is that this service is not really a basic concern or responsibility of NAEB. It may seem to be an extra service that NAEB is undertaking as long as subscribers will support it outside the regular NAEB commitments. I think the service is appropriate for the NAEB to include as one of its budget-supported functions. I would not like to see this service taken over by any other organization.

At the present subscription rate, income from NAEB members who might subscribe to the Fact Sheet Service would not exceed \$400. I think it would be worth more than \$400 to furnish the service to every NAEB member. Non-members should of course pay a fee. If the income from Service subscribers is a critical amount, then I would suggest that the next raise in all classes of membership dues be sufficient to permit dropping the extra fee. I think the Fact Sheets should come as a standard service to all members. This would, incidentally, be a useful attraction to affiliate members who may not now count many advantages of membership.

In the meantime, until a good thing can be further

Dr. Harry Skornia

-3-

May 19, 1956

improved, please be assured of my enthusiasm for the Fact Sheet Service. My renewal check for \$2.50 is enclosed.

Sincerely,


Gale R. Adkins
Director

GRA:pf
Enclosure

*Fact Sheet
Correspondence*

THE UNIVERSITY OF TEXAS
BUREAU OF RESEARCH IN EDUCATION BY RADIO-TELEVISION
AUSTIN

GALE R. ADKINS, DIRECTOR

June 30, 1956

RECEIVED
NAEB HEADQUARTERS

JUL 1 1956

AM 7|8|9|10|11|12|1|2|3|4|5|6
P.M.

▲

Dr. Harry Skornia
Executive Director
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for sending Irv's letter commenting on radio items in the Fact Sheet Service. This does remind one that there is usually some difference of opinion on every question.

Of course, I do not agree that the inclusion of digests of pertinent radio research would "look like padding". It seems to me that anyone who is interested in information about radio would appreciate the additional items rather than resent their inclusion.

As I now understand it, you have been including the radio digests that have been available to you as bonus sheets or extra items of special interest. I agree that this is a satisfactory approach until more radio research reports reach you. After all, the only thing that matters is that we get information on whatever radio research is being reported.

Your usual careful attention to the subject is appreciated.

Sincerely,


Gale R. Adkins
Director

GRA:pf
Encl. 1

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

June 7, 1956

RECEIVED
NAEB HEADQUARTERS

JUN 11 1956

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PM

Mr. Harry J. Skornia,
Executive Director
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Anent your letter to Adkins on the Fact Sheet Service, I vote to "stick to our last". If a series on radio research is called for, let it be a separate series.

Frankly, I don't think there is enough being done in radio to warrant the new series just now, and to add radio to the present project will look like padding.

Sincerely,



Irving R. Merrill,
Director of Television Research

IRM:bb



"IT IS FOR US THE LIVING . . . TO BE DEDICATED HERE TO THE UNFINISHED WORK . . ."

LINCOLN

MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

fact sheets
Correspondence

Dear Harry:

I am enclosing the copy of TELEVISION AS A TRAINING AND EDUCATIONAL MEDIUM, by Kanner and Rumyon.

The copy of TRAINING BY TV from the ARMY TIMES is more of a news article than a research report. I have digested the article, and you may use it as a fact sheet if you wish. However, I think it more appropriate as an item in the NEWSLETTER.

Am leaving on vacation shortly, my first since 1953. Will be back September 6.

Sincerely,

I. R. Merrill

Irving R. Merrill

August 9, 1956

Mr. Harry J. Skornia,
Executive Secretary
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

used in NC

RECEIVED REC'D
NAEB HEADQUARTERS NAEB HEADQUARTERS
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"IT IS FOR US THE LIVING . . . TO BE DEDICATED HERE TO THE UNFINISHED WORK . . ."

LINCOLN

TRAINING BY TV. Joseph H. Kanner and Richard P. Runyon. ARMY TIMES, May 1956 issue.

This news article summarizes U. S. Army activities in TV.

The first half is a summary of the research reported in TELEVISION IN ARMY TRAINING: EVALUATION OF TELEVISION IN ARMY BASIC TRAINING. (See NAEF FACT SHEET Series I, No. 7)

It is stated that a second phase of the study has been completed and that a final report is in preparation.

The article also states that closed circuit television is being used at Fort Gordon, the location of the above two studies, to present instruction in electronic subjects, teletype maintenance, and informational programs. A large screen projector is reported in operation.

At Fort Monmouth, another closed-circuit system is in operation. One important development there is the use of TV to show films with a minimum of classroom disturbance, increased number of showings, and in a lighted room permitting note-taking.

The article concludes by saying TV will not replace conventional instruction or solve all military training problems, but TV will play an important role in the Army's training methods in the future.

Irving R. Merrill

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Members of the Research Committee

Robert Coleman
Gale Adkins
Raymond Cheydeleur
Kenneth Harwood
Lawrence Myers
H. H. Remmers

FROM: H. J. Skornia

H. J. Skornia

SUBJECT: Factsheets

DATE: November 15, 1956

You can consider this a call for help if you like.

For some time various persons have pointed out that Factsheets should include radio as well as television. I agreed, and personally have tried to include everything on radio I've been able to get. I've asked all who asked for more to help get more data. In an age when most grants are for TV experiments, these are difficult to get.

Secondly, though all urge us to continue and expand the TV Factsheets, I myself am unable to keep on top of these. I've sent several to Gale Adkins and Irving Merrill for digests. But meanwhile we've issued none lately. This at a time when the reports of St. Louis, Miami and several other studies are available, shows you our problem.

Do we need to set up a Research Coordinator, on a paid basis? It might be only part-time. Or can you all, on a volunteer basis, continue to do these as they come out? I've sent some to several of you, and the fact that I don't get the digests doesn't mean to me that you aren't interested — only that you too are very busy, as I am.

I'd like to throw this into the hopper, because on the present basis there really is no one to keep the Factsheet service going or coordinate all the other research data. Does this mean we should abandon this attempt, and leave it to the Center, or someone else?

Hideya Kumata's Inventory of TV Instructional uses will be published by the Center in two weeks. Let me know if you don't get a copy within a month, and I'll see that you get one. I'm also making sure that you all get or have a set of Factsheets to date. The Center is commissioning Kumata, on a retainer basis, to issue supplements to his inventory every six months. Should we let them carry the whole load in this kind of research?

Your suggestions and comments should be addressed to Chairman Bob Coleman, I believe, so specific recommendations, if any, to the Board, can go through regular channels. I'd be glad to receive carbons, if you care to make one for me. Meanwhile, how many studies can I send each of you to do Factsheets on?

HJS:dfc
CC: Mr. Frank E. Schooley
Dr. Burton Pauli

*Fact Sheet
Correct*

December 6, 1956

Mr. Lawrence Myers, Jr.
Radio and Television Center
Syracuse University
Syracuse 10, New York

Dear Larry:

Thanks for your last offer. All in hand are now accounted for. But I understand N.Y.U. Study and possibly others in New York are under way. We already have the Schenectady one, with the digest due my minute from Irving Merrill.

Suppose you, Art, Ken or someone might have any of these other New York ones you could get or do, directly — sending digest to me?

This would be far after January 1. I hope to have all which are now assigned, by December 15 at the latest for the December "Issue".

Very thanks,

Harry J. Sternin
Executive Director

RJS:slc
cc: Irving Merrill
Gale Atkins
Ken Harwood
Roy Chaydlour
Robert Colomen
R. H. Barnes
Sam Becker

SYRACUSE UNIVERSITY

SYRACUSE 10, NEW YORK

RADIO AND TELEVISION CENTER

RECEIVED
NAEB HEADQUARTERS

DECEMBER 10 1956

AM
7|8|9|10|11|12|1|2|3|4|5|6

December 4, 1956

4

Dr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Just a note to say that I would be more than happy to do any number of digests -- within reason, of course -- of research studies or articles for Factsheets. I definitely believe that this service should be continued by NAEB and am more than willing to assist.

As a matter of fact, I'm going to be disappointed if I don't get some assignments from you.

Cordially,

Larry

Lawrence Myers, Jr.

LM:pa

THE BRITISH BROADCASTING CORPORATION
BROADCASTING HOUSE, LONDON, W.1

TELEGRAMS AND CABLES : BROADCASTS, LONDON, TELEX * INTERNATIONAL TELEX : 2-2182
TELEPHONE : LANGHAM 4468

Reference: 03/AR/WB

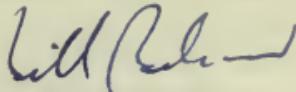
13th December 1956

Dear Harry,

Yes, by all means deal with the 'mental health' report in your Facts Sheet. The report caused quite a little stir over here, but may have reduced somewhat the case for putting on the series.

We have another document almost ready for release - a study of the effects of a television series meant to inform, to stimulate thought, and to produce a vigilant attitude. The results may, I think, be a bit on the surprising side.

Yours sincerely,



(W.A. Belson)

Research Psychologist
Audience Research Department

H.J. Skornia, Esq.,
Executive Director,
National Association of Educational Broadcasters,
14, Gregory Hall,
Urbana,
Illinois.

SM

RECEIVED
NAEB HEADQUARTERS

7/8/9 10/11/12/11/13/14/15/16/17
1955

Harry Skornia

December 3, 1956

*Factsheet
corresp.*

Mr. Bob Coleman, Manager
Station WKAR
Michigan State University
East Lansing, Michigan

Dear Bob:

On November 15, Harry Skornia put the problem of the Factsheet service in front of the Research Committee for suggestions. His letter posed a number of difficult questions which I have pondered at length. This seems very serious to me because I feel that much more than the Factsheets are at stake. The basic issue may be whether or not the NAEB should continue research functions or acknowledge the Center as the leading national agency in the encouragement and organization of research in educational broadcasting.

My recommendations as to what to do about the Factsheet problem are based on these firm convictions:

1. There is a need for the Factsheet service.

Most of us are acquainted with both the demand and the need for up-to-date research information.

2. The NAEB should continue the Factsheet service rather than turn it over to the Center.

No area as fundamental as research should become the exclusive domain of any one organization, even on the national level. The Center will and should continue to facilitate research in its own way. Among existing agencies the NAEB is the one best able to help develop in educational broadcasters a research approach to problems and a foundation of local initiative. This is best accomplished through a broad membership-level program in which as many people as possible have a hand in the activities. Until the Center has a membership as large and representative as that of the NAEB it will not be as potentially effective as the NAEB for promoting grass-roots development in research.

The Factsheet service in its present form may not be the

Mr. Bob Coleman

December 3, 1956

ultimate. It may evolve into something of greater utility. Eventually, it might be passed on to other hands. In the meantime, it is a feasible and useful NAEB service. It is one of the tangible evidences that our organization recognises research as a cornerstone to progress in educational broadcasting.

3. Plans and machinery for the Factsheet service must be coordinated with the expanding pattern of NAEB development.

The first phase is now outgrown. Since Harry Skornia no longer has the time necessary for Factsheet supervision, more of the load may have to fall on individual members. Whenever a research coordinator can be added to the staff, the service should be under his supervision.

4. The Factsheet project should continue to utilize member services.

To the extent that qualified and dependable assistance is available, members should participate in the preparation of digests. Both the member involvement and the reduction of load on Headquarters are desirable.

5. Any responsibilities for the Factsheet service that might fall on the Research Committee should not deprive the committee of time and attention needed for planning and organizing other research activities.

Now that I have explained the framework of my thinking, here are my recommendations.

1. For the time being continue the Factsheet service along essentially the same plan but with more assistance from members. Recruit a pool of several qualified Factsheet writers from the Research Committee and the general membership. This could free Harry from writing all except occasional digests.

2. As soon as possible employ part-time at Headquarters a graduate student who could prepare some Factsheets, mail out studies to NAEB members in the writing pool, and supervise duplication and distribution of digests. He might carry the title of research coordinator. Harry would then be freed from all except keeping a paternal eye on the proceedings.

3. Next year, or as soon as the budget permits, employ half time or full time a thoroughly qualified and experienced research coordinator. He would supervise the Factsheet service as a part of his work in assisting

Mr. Bob Coleman

December 3, 1956

the Research Committee and generally implementing the research undertakings of the NAEB.

In response to his appeal, Harry is no doubt receiving some offers of help in preparing Factsheets. I have done several and have assured Harry of my willingness to do more. Perhaps when all the Research Committee members have checked in, the immediate problem will be well on its way toward solution.

Best regards,

Gale B. Adkins
Director

GRA:pf

cc: Dr. Harry Skornia /
Dr. Burton Paulu

HJS: Regarding the attached

Taking up Adkins' recommendations, point by point:

- 1 - Sounds good, but if your luck at getting members to do the job is any indication, this won't work out very well. Might be a good idea to ask Burton to make the Research committee larger and add people that you know can do this kind of work and then make it clear that preparation of Fact Sheets will be one of the primary functions of the committee.
- 2 - Can't afford to do this under present circumstances. As you suggest, this might be done in cooperation with the Institute of Comm. Res. Certainly wouldn't hurt anything to talk to Fred. As I remember, they were actually looking for projects a few months ago.
- 3 - Agree this is a wonderful idea, but I'm not sure it's the thing we need the worst. There are other areas in which we could use an extra person which might pay off even better in the long run. However, I'm certainly not adverse to asking for money for this if it seems that we might do some good.

heh

Fadheet
correlp

January 14, 1957

Mrs. Dorothy R. Smith
Secretary, Committee on Television
American Council on Education
1785 Massachusetts Avenue
Washington 6, D. C.

Dear Dorothy:

Do you have copies of the (latest) NYU, Pennsylvania State, and U. of Iowa studies that we might get copies of? We don't have.

You mentioned in your January 10 letter to Maclin of Mississippi..

Sincere thanks,

Harry J. Skornia
Executive Director

HJS/hek

C O P Y

SENT FOR THE INFORMATION OF

Harry Skornia

January 10, 1957

Professor Thomas B. Maclin, Jr.
Mississippi Southern College
Station A Box 52
Hattiesburg, Mississippi

Dear Professor Maclin:

I am glad to learn from your letter of January 3, forwarded to me by Dr. Skornia, that you hope it will be possible to install closed circuit television at your college. I am sending under separate cover a summary of such installations at other institutions which is not up to date but will, I hope, be of interest to you. I am also sending you copies of several issues of the Educational Television Newsletter which is published by our Committee and in which you will find some additional information regarding closed-circuit usage in educational institutions.

In the belief that you may also benefit from study of some recent reports from institutions which have been conducting experiments in this area, I am sending you published reports by New York University, Pennsylvania State University, and the State University of Iowa. Each of these publications was cited in the most recent issue of our Newsletter which I am enclosing.

I am adding your name to our mailing list to receive future issues of the Newsletter, and shall be happy to add the names of any other faculty members at your College who may be interested in receiving it.

If I can be of any further assistance, I hope you will call on me. I hope also that you will keep us informed of your progress in developing an installation.

Sincerely yours,

Dorothy R. Smith (Mrs.)
Secretary, Committee on Television

DRS:ejm
Enc.

Staple to my letter
them (Factsheets
corresp.)

SAN FRANCISCO STATE COLLEGE
1600 Holloway Avenue
San Francisco 27, California

TELEVISION RESEARCH PROJECT

January 22, 1957

Mr. Harry J. Skornia
Executive Director
NAEB
Urbana, Illinois

Dear Mr. Skornia:

Since the courses involved in our project were started just this semester, we do not have all of the data collected, not to mention analyzed. We may have a progress report available late next semester. The final report will be available, and we will send you a report late next summer.

Lyle Nelson sends his regards.

Sincerely yours,

Robert E. Dreher

Robert E. Dreher
Director, Television
Research Project

INSTRUCTION DEPARTMENT
CURRICULUM LABORATORY
1517 SOUTH THERESA AVE. (4)

BOARD OF EDUCATION
OF THE
CITY OF ST. LOUIS

January 24, 1957

Facsheet Corresp.
(Copy to my
letter to Hickey)

Dr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

Dr. Hickey has referred to me your letter of January 21 inquiring about future reports on our experimental television project.

I believe you have already received a copy of our report dealing with results in the teaching of ninth grade English composition and ninth grade general science. Methods and procedures in the teaching of second grade spelling were also described in this report, but final results in this area will not be available until we have analyzed the testing program just completed at the end of this semester. We are planning to issue a supplement to our report in which this phase of the experiment will be described.

I shall be glad to send a copy of this on to you as soon as it is available.

Sincerely yours,

Earl G. Herminghaus

EARL G. HERMINGHAUS
Research Consultant

EGH:jac
CC: Dr. Hickey

Prof. Adkins, Comm.

Fact Sheet
Corresp

MARCH 7, 1956

MR. GALE R. ADKINS, DIRECTOR
BUREAU OF RESEARCH IN EDUCATION
BY RADIO-TELEVISION
THE UNIVERSITY OF TEXAS
AUSTIN, TEXAS

DEAR GALE:

MANY THANKS FOR YOUR KIND WORDS ABOUT MY REVIEW, ETC. UNFORTUNATELY WITH MY DIMINISHING AMOUNT OF AVAILABLE TIME, I HAVE LESS AND LESS TIME TO "DIGEST" THINGS. WOULD YOU BE ABLE TO DO ANY OF THESE, OR FACT SHEETS? I'LL BE GLAD TO GUARANTEE "PUBLICATION."

IT WAS A PLEASURE HAVING YOU FELLOWS HERE, GALE. SEE YOU IN COLUMBUS, I HOPE, IF NOT BEFORE.

SINCERELY,

HARRY J. SKORNIA
EXECUTIVE DIRECTOR

HJS:cr

THE UNIVERSITY OF TEXAS
BUREAU OF RESEARCH IN EDUCATION BY RADIO-TELEVISION
AUSTIN

GALE R. ADKINS, DIRECTOR

March 4, 1956

RECEIVED
NAEB HEADQUARTERS

Dr. Harry Skornia
NAEB Headquarters
14 Gregory Hall
University of Illinois
Urbana, Illinois

MAR 6 1956
AM PM
7|8|9|10|11|12|1|2|3|4|5|6

Dear Harry:

I want to thank you for sending me your remarkably fine digest of the Hovland book, Communication and Persuasion. The material reached Austin almost by the time I did. I have now bought a copy of the book and am very pleased with it. It is interesting that the digest remains useful even with the book at hand. I am returning to your files the typed copy you sent to me.

Your digest of the TV Issue of The American Psychologist has started something. This must continue! Among the journals there are frequently issues devoted to television, international broadcasting, audio-visual aids, communications, and the like. Digests sent out with Newsletter mailings, is the ideal way to inform the membership concerning special issues of various journals. After reading your digest of The American Psychologist, I ordered a single copy and found it so useful that I requested each member of one of my classes to buy the issue. As you said, it's "required reading".

Would it be desirable to review pertinent special issues of journals as a regular part of your Fact Sheet Service? If you should continue to distribute some unusually important digests free of charge, you would also be plugging the Fact Sheet Service. Incidentally, I was glad to see a Fact Sheet devoted to the AERT Journal in December.

Mustn't become maudlin about this thing, but I owe still another thank you. After our recent committee meeting, you gave up a hard-earned Sunday morning to take Ed and me to the TV station and the bus terminal. It was interesting to see the changes that had been made at the studio since the first production workshop. I certainly want you to know that your hospitality was appreciated.

Yours very truly,



Gale R. Adkins
Director

GRA:pf

fact sheets
Correll

January 17, 1957

Mr. Robert E. Dreher
Director, TV Research Project
San Francisco State College
1600 Holloway Avenue
San Francisco, 27, California

Dear Mr. Dreher:

Is there any recent data on your TV Research projects that we might well have for a Fact Sheet?

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 17, 1957

Mrs. Elaine Tucker, Manager
Station KOKH (FM)
Oklahoma City Board of Education
18th and Kelin
Oklahoma City, Oklahoma

Dear Elaine:

Are any reports available on TV course results over KETA-TV yet? Would
like, soon as available, for Fact Sheets.

Our best

Harry J. Skornia
Executive Director

HJS:dfc

Fact Sheet Concept
(FFAE)

January 17, 1957

Mr. J. W. Edgar
Commissioner of Education
Texas Education Agency
Austin, Texas

Dear Mr. Edgar:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 17, 1957

Dr. William K. Cumming
Television Director
Stephens College
Columbia, Missouri

Dear Dr. Cumming:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

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Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 17, 1957

Dean Thomas C. Pollock
Washington Square College of Arts and Sciences
New York University
Washington Square
New York 3, New York

Dear Dean Pollock:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

4661 1/2 Avenue

January 17, 1957

Dr. W. E. Booth
Professor of Botany
Montana State College
Bozeman, Montana

Dear Dr. Booth:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 17, 1957

President Charles S. Johnson
Fisk University
Nashville 8, Tennessee

Dear President Johnson:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 17, 1957

Dr. Benjamin C. Willis
Superintendent of Schools
Chicago Board of Education
223 North LaSalle Street
Chicago 1, Illinois

Dear Dr. Willis:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 17, 1957

Dear Elmer Hutchisson
The Graduate School
Case Institute of Technology
10900 Euclid Avenue
Cleveland 6, Ohio

Dear Dean Hutchisson:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 17, 1957

President O. C. Carmichael
University of Alabama
University, Alabama

Dear President Carmichael:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 21, 1957

Dr. Philip J. Hickey
Superintendent of Instruction
Board of Education
1517 South Theresa Avenue
St. Louis, Missouri

Dear Dr. Hickey:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 21, 1957

Mr. Vernon Davies
Associate Professor of Sociology
State College of Washington
Pullman, Washington

Dear Professor Davies:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

January 21, 1957

Mr. Earl A. Dimmick
Superintendent of Schools
Pittsburgh Public Schools
Pittsburgh, Pennsylvania

Dear Mr. Dimmick:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

*Fact Sheet
corresp.*

January 4, 1957

Mr. Raymond B. Cheyileum, Manager
Radio Station WFSU
Florida State University
Tallahassee, Florida

Dear Ray:

Could you do a Fact Sheet Digest of this (mostly from results or summary of findings, please)? If you could, and then could return it, we need it for the Science Survey we're doing — and I need to return to our file.

In haste,

Harry J. Skornia
Executive Director

HJS:dfc

Enclosure: A Study of the Effectiveness of Television
As A Medium of Instruction in High School Chemistry,
Cincinnati Public Schools, June, 1956.

P. S. On second thought, I'm sending copy of this to Burt Neely. Burt: Could you send me as quickly as possible, another copy of your Study, as listed under enclosure, above? And, Burt, attached is full Fact Sheet (I, 21). Thanks.

CC: Burt Neely
Harold E. Hill

MAES HEADQUARTERS
78

CHANNEL... 48

wcet

AMERICA'S FIRST LICENSED EDUCATIONAL TELEVISION STATION.

MUSIC HALL... 1243 ELM ST.
DUNBAR 1-4033
TRANSMITTER:
2222 CHICKASAW STREET
CINCINNATI, OHIO

January 2, 1957

Dear Harry -

Please excuse the longhand - secretary not here today!
In answer to your Dec 18 letter as to our current
science programs over WCET, we do not have any
on the air right now, of local origination. I am
enclosing a summary of the direct teaching experiment
conducted about this time last year. This may be
repeated later in 1957, as a new course in high school
physics may be attempted. We are concerned with the
need for science programs in the upper elementary grades, and
will appreciate knowing of any books or films of such.

By the way the Nov 20 fact sheet science article (Series I: The
Effectiveness of TV as a tool) from Miami University at Oxford, Ohio
was minus the second page. Could you send me a complete
reprint since it is of vital interest to me.

The best in 1957 to all of you
Sincerely, *Best Wishes*

wcet

CINCINNATI, OHIO

OWNED AND OPERATED BY THE GREATER CINCINNATI TV EDUCATIONAL FOUNDATION

*Fact Sheet
Corresp.*

January 28, 1957

Mr. Irving Merrill
Station WKAR-TV
Michigan State University
East Lansing, Michigan

Dear Irv:

I think that if you don't already know, you soon will, that you're on the NAEB Research Committee.

That being the case, as if I hadn't imposed on you before, could you do a Fact-Sheet Digest of the attached within the next couple of weeks? I'm on the road again, and have been instructed to farm these out to Research Committee members, selected for this among other abilities, on as fair a basis as possible.

Our best, Irv. Hope you can swing even a brief one.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

Enclosed: Case Institute Closed Circuit TV reports of
December 13, 1956 and August 8, 1956.

if you'll give me
this folder I'll
try to throw out
a lot of old stuff.

*Is that
correct?*

January 29, 1957

Mr. John R. Brugger
Board of Education
of Washington County
Hagerstown, Maryland

Dear John:

It was nice of you to send the material distributed at your meeting. We certainly hated to miss it. Looks like a real project. I hope you now have (nearly) adequate help and are more settled.

We'll make it your way yet. Meanwhile regards to Anne, John and others we know, and more power to you.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek

WILLIAM M. BRISH
Superintendent

WILLIAM C. DIEHL
Assistant Superintendent

BOARD OF EDUCATION
OF WASHINGTON COUNTY
Hagerstown, Maryland

January 21, 1957

Mr. Harry Skornia
NAEB Headquarters
Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

Enclosed is some of the information that was distributed during our two-day open house this past week. Wednesday was Educators' Day, and over 100 visitors were here to observe the project. On Thursday nearly 100 representatives of industry were here. From comments we received, we are quite happy with the way things are going.

Needless to say both Anne and I were extremely disappointed when we learned you would not be here. We were expecting to be able to spend some time with you while you were here. The welcome mat is still out, and we hope you will be able to pay us a visit in the near future.

Sincerely,

John R. Brugger

John R. Brugger

JRB:j
Enc.

Herb Skornia

BOARD OF EDUCATION OF WASHINGTON COUNTY
Hagerstown, Maryland

January 16, 1957

CLOSED-CIRCUIT TELEVISION
PROJECT NOTES

"Good morning members of the twelfth grade English classes of Hagerstown. This is a unique and important occasion for all of us. You are participating in the first lesson to be telecast in the Washington County Closed-Circuit Television Project. I am now looking straight into your eyes and into the eyes of each of the 900 members of this class. Our class work is concerned primarily with the art of communication and we are using the most recent and spectacular development in the field of mass communication--television--to enable us to work together. Our closed circuit is - - - - -"

The speaker was Mr. Edward C. Kercheval, instructor in senior English. The time was 9:10 A. M., September 11, 1956, the second day of the 1956-57 school year. The first televised lesson was on the circuit. The anxious faces of the group that had been working to initiate the project began to relax. Plans were becoming a reality. At intervals during the day the process was repeated with general science, geometry, and United States History. Newspaper reporters in the schools recorded the reactions of pupils and teachers and agreed that here was a great potential for the improvement of the educational program.

The events of this first day of telecasting were the results of many months of planning and working together that had developed much enthusiasm in all who were working on the project. This background included the preparation of the proposal by the Board of Education and staff of what the project would include; a six-weeks summer workshop which developed the teaching procedures to be used; the installation of 12.5 miles of coaxial cable which connected the schools participating in the first stage of the project; the development of a television center to provide the facilities for preparing and transmitting the lessons; the orientation of all teachers in the system to the use of television in the instructional program; and the utilization of the press, radio, demonstrations, and public meetings to acquaint the public with the plans for the project.

The first lessons were televised from a makeshift studio with mobile equipment. Lack of equipment restricted the program to the four high school instructional areas for the first several months of operation. Gradually permanent equipment replaced the mobile temporary equipment and a television center was developed. By December 1956 the elementary school classes were started and the full program was in operation.

Interest in and enthusiasm for the project have continued to mount. Teachers are suggesting ways of improving the program and requesting opportunities to use television for supplementing regular class instruction. The project has awakened a general interest in the instructional process throughout the entire system. It has set off a chain reaction that is stimulating the professional growth of teachers. The television project has been a means for developing interest in the total educational program.

BACKGROUND OF THE PROJECT

The members of the Washington County Board of Education and its Staff were planning a new senior high school and felt that any new construction should include facilities for the effective use of radio and television. They began a study of what to install in the way of conduits, duct work and flexible space in order to take advantage of future developments. Their study convinced them that television offered tremendous possibilities for improving instruction. Inquiries directed to building construction consultants, education consultants, manufacturers, commercial television groups and agencies interested in the advancement of education served the double purpose of securing information and making known the local interest in using television for instruction. The members of the Board of Education thus became well informed about the developments in educational television and more interested than ever in including adequate facilities for its installation in new buildings. As a result of these investigations the county became one of the several hundred school systems which were planning to make some use of television for instructional purposes. Numerous experiments were being conducted throughout the country to test the effectiveness of television as an instructional device. It was evident that the results, while fragmentary and incomplete, indicated that the potentials of televised instruction were tremendous.

It was then that the professional organization of the electronics industry, The Radio-Electronics-Television Manufacturers Association (RETMA), and The Fund For The Advancement Of Education decided to unite in sponsoring a comprehensive project to study the ways of using television for instructional purposes, to determine the contributions of television to the solving of current educational problems, and to evaluate the results. It was decided to offer the opportunity of making such a study to a typical school system. A system was to be selected that was not too large or too small; that included urban and rural areas, with manufacturing, general businesses and farming; that operated kindergarten and junior college; that was developing an adequate building construction program; that had done some work in curriculum development; and that had enlisted the interest and support of parents and citizens in the educational program.

Washington County deemed itself fortunate in having the opportunity to submit a proposal of what would be included if given the opportunity to develop such a project.

The project that was proposed provided for a five year study using television for direct instruction in all the basic subject matter areas of the curriculum as well as defining the opportunities for its supplemental use. The plans also provided for initiating the program in 8 schools in Hagerstown in September 1956 and extending to all 48 schools in the county by September 1958.

The proposal of the Washington County School System for developing a Closed-Circuit Television Project was accepted by the joint sponsors on May 24, 1956. The project was officially approved by the entire RETMA organization at their annual meeting in Chicago in June 1956 where appropriate resolutions were adopted. A press conference to announce the project was planned with the help of officials from The Fund and RETMA. The conference was held at the Hotel Alexander, Hagerstown, on June 26, 1956. It was followed with a luncheon meeting at the Lincolnshire School, sponsored by the Hagerstown Chamber of Commerce and attended by representatives of The Fund, RETMA, the press, national educational organizations, community organizations and presidents

of county Parent-Teacher Associations, and Board of Education and Staff. The press announcement was carried by the Associated Press and the United Press wire services. The story received favorable nation-wide publicity including editorial comment in a number of instances.

WASHINGTON COUNTY CLOSED-CIRCUIT TELEVISION PROJECT PROPOSAL

The proposal presented to The Fund and to RETMA was broad in scope and general in nature with the idea that it would be implemented and organized as a continuing project through planning with school personnel and interested citizens of the community. A five year project was proposed under the direct control of the Washington County Board of Education.

The formal proposal follows:

The Washington County School System is interested in making a thorough study of the ways closed-circuit television may be used by a public school system as an integral part of the regular program of instruction and in making an evaluation of the various methods that are developed. It is proposed that the project will be carried on over a period of five years beginning in September 1956, in the following important areas:

1. Direct instruction of pupils in the basic subject matter offerings of the curriculum
2. Supplemental motivation and enrichment of the program wherever feasible
3. Extension of the in-service training program of teachers
4. Interpretation of the school program to the public
5. Improvement in the quality of the school program

Data will also be gathered to evaluate the effectiveness of television in meeting such current educational problems as:

1. The enhancing of the status of teaching
2. The relation of pupil-teacher ratio to the quality of instruction
3. The continuation of rapidly increasing enrollments
4. The lack of adequate classroom space
5. The shortage of properly trained and certified teachers
6. The organization of the school system to effect savings in personnel
7. The distribution of the finances available for the school program
8. The greater use of school, community, and county resources

Emphasis will be placed on developing ways that closed-circuit television may be used under normal conditions. Careful records of what is done will be kept for restudy and evaluation.

During the initial operation of the project the emphasis will be on exploration, try out, and development, to discover the most effective ways of using closed-circuit television. From these experiences it will be possible to study experimental areas where tests, measurements and the details of research seem appropriate. The preliminary experiments will, therefore, grow out of the developmental phases of the

work although it will be possible to measure some aspects of the program from the very beginning.

In order to stimulate creativeness in the application of closed-circuit television to its maximal usefulness in the educational program, teachers will be given an opportunity during the first year to explore and develop their ideas about its use. It is not possible at present, nor does it seem desirable to attempt to outline the full scope of the things that may be done because the teachers themselves will be participating continuously in the planning and in the making of decisions.

While much of the first year must be devoted to an orientation of teachers to the new medium and to the designing of ways of providing effective instruction, it is intended that the scope of what is attempted be broad and comprehensive from the very start of the project. It is, therefore, proposed that ways of implementing the program include simultaneous developments in the following areas: (1) Direct instruction, (2) Supplemental instruction, (3) In-service teacher training, and (4) Public relations.

The following chart shows the plan for developing these areas beginning in September, 1956.

AREAS OF CLOSED-CIRCUIT TELEVISION PROJECT 1956-60				
	DIRECT INSTRUCTION	SUPPLEMENTAL INSTRUCTION	IN-SERVICE TEACHER TRAINING	PUBLIC RELATIONS PARENT GROUPS
Sept. 1956	General Science 9 Plane Geometry 10 U. S. History 11 English 12 Science 6 Arithmetic 5 Social Studies 4 Reading and Number Exp. 1, 2, 3 Art 1, 2, 3, 4, 5, 6 Music 4, 5, 6 Special Courses second semester	Science demonstrations Films General orientation Coordination as needed Special displays Dramatics Student Council Citizenship activities Current news Application of special network television shows School sports	Presentation of professional material to school faculties Annual Curriculum Workshop conducted by means of closed-circuit T. V. Progressive Expansion 1956 1957 1958 1959 1960	Special programs showing school work, plans and accomplishments to P. T. A. groups Service Clubs Community Agencies Progressive Expansion 1956 1957 1958 1959 1960
	Progressive Expansion 1956 1957 1958 1959 1960	Progressive expansion 1956 1957 1958 1959 1960		PROGRESSIVE EXPANSION 1957-58-59-60

All teachers directly and indirectly connected with instruction by television will help to evaluate results in working with problems such as:

1. Defining aspects of subject matter areas most suited to the use of television
 - a. Developing interest and motivation, providing information, performing demonstrations
 - b. Identifying areas that do not seem to be suited to television procedures
 - c. Probing the contribution of television to such areas as guided study, individual problem solving and group discussion
2. Adapting mass presentation to the varying needs and abilities of individual pupils
3. Exploring the possibilities that television can provide for more individual instruction through the redeployment of teacher assignments and redistribution of teacher responsibilities
4. Adapting the use of telecasts so that the initiative of individual class groups to share in planning their learning experiences will be preserved
5. Identifying barriers to the acceptance of this medium and suggesting ways to overcome them
6. Establishing communication among teachers concerning the use of telecasts so that procedures may be improved through pooling and sharing
7. Demonstrating the ways that the use of television will effect savings
 - a. in the total number of teachers needed
 - b. in teacher effort
 - c. in resources
8. Establishing limits of tolerance for television instruction through observation of pertinent factors such as:
 - a. attention span
 - b. physical limits - eyestrain
9. Discovering the extent of planning that must be done to orient a school for the utilization of instruction by television
10. Establishing a basis for determining the nature and type of television equipment most suitable for school use
11. Identifying the problems involved in installing, operating and maintaining equipment
12. Discovering the kinds of specialized and technical personnel needed for the successful operation of instruction by television

13. Developing information which will explain the program to pupils, teachers and parents so that they will understand the purposes and values of using television for instruction
14. Developing information which would be helpful to other school systems interested in using closed-circuit television instruction
15. Determining ways of using television in cooperation with teaching training institutions in the preparation of teachers
16. Developing techniques in using television for training teachers to use television

The program to achieve these purposes will attempt to operate in typical school situations using the regular teachers and resources of the system. Adequate specialized and technical assistance will be provided as needed for planning, producing and evaluating the work. As new assumptions are made and new educational procedures developed and evaluated, safeguards will be constantly considered to make sure that each child will have a good program of education.

Closed-circuit television facilities will be extended to all the schools of the county as follows:

1. Plans for the 1956-57 school year

The T. V. center at the Board of Education office, two senior high schools and six elementary schools in Hagerstown, the Washington County Museum of Fine Arts, and the Washington County Free Library are to be linked by coaxial cable in the first circuit. Telecasting is scheduled to begin with the opening of school on September 10. (6,000 pupils)

2. Plans for the 1957-58 school year

Extension of circuits to include two high schools and thirteen elementary schools in the Hagerstown area, September 1957. (6,210 additional pupils)

3. Plans for the 1958-59 school year

Extension of circuits to include all the other county schools, five high schools and twenty elementary schools, September 1958. (5,790 additional pupils)

A six weeks summer workshop will be organized to develop the initial program in the use of television for instruction.

PLAN FOR EXTENSION OF CLOSED-CIRCUIT TELEVISION FACILITIES

Laboratory training center at Board of Education Office, July 1956		
8 schools	23 schools	48 schools
HAGERSTOWN AREA		HAGERSTOWN AREA and WASHINGTON COUNTY
South High North High Washington Antietam Broadway Howard Pangborn Boulevard Surrey	New North High South Potomac Chewsville Fountaindale Funkstown Halfway Huyetts Lincolnshire Maugansville North Street Paramount Salem Avenue White Oak Forest Winter Street Woodland Way	Boonsboro High Clear Spring High Hancock High Smithsburg High Williamsport High Boonsboro Elementary Beaver Creek Cascade Clear Spring Elementary Dargan Downsville Fairplay Greensburg Hancock Elementary Indian Springs Keedysville Leitersburg Mt. Lena Pinesburg Rohrersville Sandy Hook Sharpsburg Smithsburg Elementary Williamsport Elementary Yarrowsburg
6,000 pupils participating in closed circuit T.V. instruction	12,210 pupils participating in closed-circuit T.V. instruction	18,000 pupils participating in closed-circuit T.V. instruction
September 1956	September 1957	September 1958

PLANNING FOR THE INITIATION OF THE PROJECT

After the County Board of Education and Staff had outlined the general framework for organizing the project a steering committee made up of a cross section of school and community groups was appointed to develop plans for initiating the work. Its membership included representatives from the Board of Education, staff, principals, teachers, State Department of Education, State Teachers Colleges, and the County Council of Parents and Teachers. Dr. John R. Clark and Dr. Lester Nelson served as consultants. The group showed a keen interest in the project from the start. Several days were spent in discussing ideas about the possibilities of using television for instruction. Interesting impromptu role playing sketches were portrayed by group members. As a result many ideas were developed for use in a six weeks workshop which would orient teachers to the

possibilities of television instruction and provide an opportunity for planning the details of the program.

More than fifty teachers, principals, supervisors, and P.T.A. leaders, representing various subject matter areas and geographical regions of the county participated in the workshop which was held from July 9 to August 17, 1956. The workshop proved to be a stimulating experience for all the participants. The members first organized into small groups to discuss what they thought could and could not be done by televised instruction. Problems and plans were studied and attempts made to meet the criticisms and objections raised when new approaches to traditional concepts were considered. Consultants from leading colleges pioneering in television training and public school teachers experienced in television teaching presented their opinions to the group.

As a result of the discussions the members of the workshop found that they were actually re-evaluating their ideas about education and the learning process. It seemed reassuring to them to realize that they were primarily discussing education and not television. Television was viewed as a means to an end with the plans for the educational aspects of the program taking first place. Television thus became a vehicle for looking anew at educational problems, procedures, methods, theories and techniques. This experience was most beneficial to the participants and they expressed their continued interest and enthusiasm.

The learning process was analyzed in detail and the various items involved were listed. The question then arose as to which items could be handled readily by direct television instruction and which ones would be difficult or impossible to attain.

The general feeling of the group was that instruction by television:

<u>Probably Could</u>	<u>Probably Could Not</u>
Motivate and stimulate	Handle classroom discussion
Inform	Care for individual differences in pupils
Demonstrate	Clear up immediate misunderstanding
Show application	Supervise needed drill and problem solving
Enrich backgrounds	Provide for follow-up of the lesson
Raise questions	Direct and supervise the activities growing out of the lesson
Provide common experiences	Provide remedial teaching
Suggest activities	Help pupils to do something about the things learned
Challenge pupils to assume more responsibility for their own learning	Provide opportunities for pupils to exercise critical judgments
	Interpret the testing program
	Give sufficient attention to the establishment of desirable habits and ideals

This analysis led to the idea of organizing a teaching team with the television teacher responsible for the items that television can best do, and a classroom teacher caring for those which, at the moment, seem to be better handled by direct contact with pupils.

The lesson plans were therefore developed by the teaching team and regular meetings have been scheduled throughout the school year for further planning and evaluation.

Since the classroom teacher deals mainly with class organization and the personal problems of the pupils, it was felt that a larger number of pupils might be grouped in the classrooms. It was decided, therefore, to vary the class size and note the results.

Plans were then made to have members of the regular teaching staff use television for direct instruction in the following areas:

Advanced Senior English	Edward C. Kercheval
General Senior English	Mrs. Jane S. Guyton
U. S. History - Grade 11	Louis E. Tuckerman
Geometry - Grade 10	Allan R. Powell
General Science - Grade 9	James K. Davis
Science - Grade 6	M. Eugene Mittel
Arithmetic - Grade 5	Mrs. Mildred C. Vance
Social Studies - Grade 4	Robert R. Hull
Music - Grades 4, 5, and 6	Mrs. Josephine B. Clopper
Art - Grades 4, 5, and 6	Mrs. M. Louise Davidsen
Art - Grades 1, 2, and 3	Bruce Etchison
Reading Experiences - Grades 1 and 2	Clyde H. Roberts
Number Experiences - Grades 2 and 3	Jane L. Cushen
	Mrs. Barbara C. Hull

Outlines of the general framework of the lessons were developed for each instructional area to be included in the television program. Classroom and television teachers worked together in preparing guide material to be used in their joint handling of the lessons. It was agreed to expand this material at the team meetings during the year in keeping with pupil interests and the revisions suggested by the teachers.

A feed back sheet for the classroom teacher to use in evaluating the television lesson was prepared and distributed.

The last ten days of the workshop were spent in using simple vidicon equipment for the presentation of sample lessons. Each lesson was followed with an evaluation session and in a number of cases the lessons were retaught using the suggestions that had been made.

The Chesapeake and Potomac Telephone Company of Maryland, with the technical advice of the Bell Laboratories, developed the system of communication for transmitting telecasts to the schools participating in the television project. The cable connecting the schools was installed prior to the beginning of the 1956-57 school year. Over 65,000 feet of cable and 22 amplifiers are used to send the television signals through the circuit. The entire installation was completed in approximately one month by engineers and construction and maintenance workers of the Telephone Company.

In the first phase of the project, the closed-circuit cable links the following schools:

North Hagerstown High School
South Hagerstown High School
Antietam Street Elementary School
Broadway Elementary School
Howard Street Elementary School
Pangborn Boulevard Elementary School

HAGERSTOWN
CLOSED-CIRCUIT
TELEVISION SCHEMATIC

■ ORIGINATING STATIONS

WASHINGTON
SCHOOL

LIBRARY

MUSEUM

HOWARD
ELEM.

ANTETAM
ELEM.

SURREY
ELEM.

NORTH HIGH

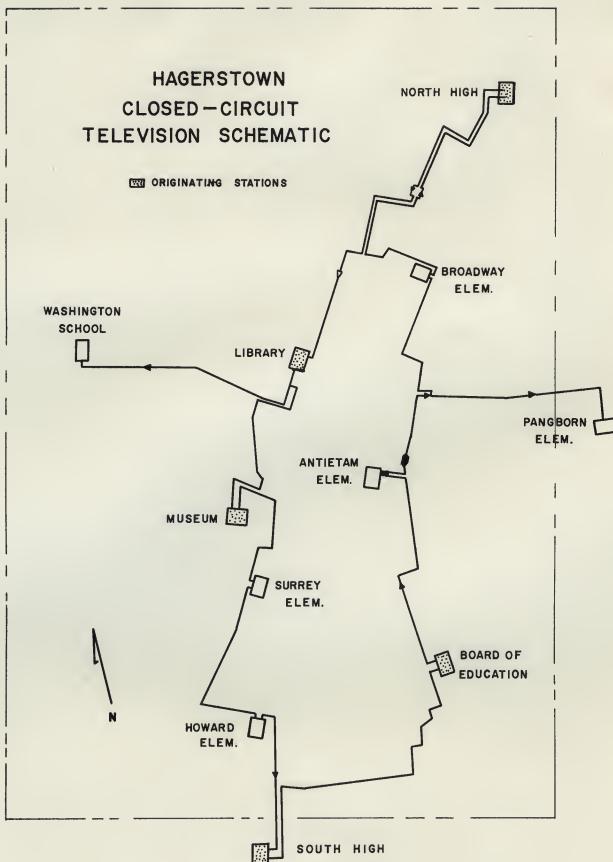
BROADWAY
ELEM.

PANGBORN
ELEM.

BOARD OF
EDUCATION

SOUTH HIGH

N



Surrey Elementary School

The Washington School

The Television Center at the Board of Education offices, the Washington County

Museum of Fine Arts and the Washington County Free Library are also included
in this installation.

During the next two years the circuit will be extended to include all forty-eight schools
in the county.

It was decided to place enough television receivers in a classroom to allow one set for
fifteen or twenty pupils, thus bringing each pupil into intimate contact with the screen.

BEGINNING DIRECT INSTRUCTION BY TELEVISION

Telecasting high school lessons began on September 11, 1956, by the use of temporary
mobile equipment. The elementary instructional program was initiated on November 15,
1956, for grades 4, 5 and 6, and the primary program for grades 1, 2 and 3 on December
17, 1956.

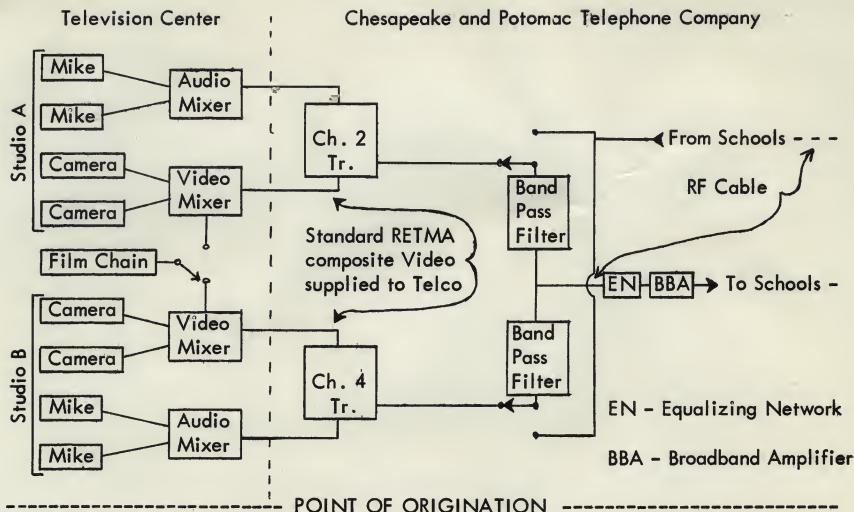
Up to the present, all telecasting has originated at the Television Center of the Board
of Education. It will be possible, when equipment is available, to originate lessons
from the North Hagerstown High, the South Hagerstown High, the Washington County
Museum of Fine Arts, and the Washington County Free Library.

The method of sending the picture and sound of the lessons to the schools is rather unique.
The lessons originate in an area much like the conventional broadcast television studios.
Multi-camera situations are used to provide a variety of predetermined "shots" portraying
the ideas which the teacher wishes to use. An ordinary microphone is used for the
audio pick-up. Pictures and sound from films, or pictures from slides can be added to
the lessons as desired.

The video and audio signals are carried by coaxial line to transmitters installed by the
C. and P. Telephone Company. These transmitters distribute the signals over coaxial
lines to all of the schools in the circuit. By using transmitters operating on different
frequencies, it is practical to send several programs simultaneously over the cable. Pro-
grams are currently being transmitted on channels 2, 4 and 6. Equipment has been
installed at regular intervals to overcome line loss as signals are transmitted along the
cable. The signals are therefore maintained at sufficient strength to service the schools
around the circuit. Additional amplifiers, however, have been installed in each school
to again strengthen the signal before it is sent throughout the building to furnish the sets
with enough signal for good viewing.

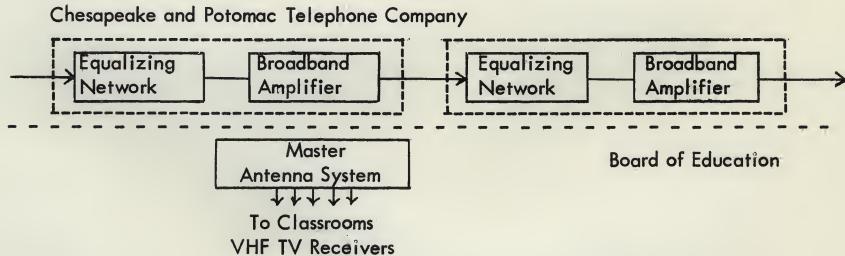
Sets in the classroom are tuned to the channel on which the program is supplied. This
system makes it possible to use regular television equipment without modification. Since
standard equipment is less costly than custom made equipment, this is a considerable
advantage.

The diagram on the following page explains the distribution of the video and audio
signals to the schools in the closed-circuit.



POINT OF ORIGINATION -----

Typical School Building Layout



RF cable carries all signals from point of origin to all schools and then returns to point of origin.

Point of Origin may be any one of locations: Board of Education, North Hagerstown High, South Hagerstown High, Museum or Public Library.

Equalizing Networks and Broadband Amplifiers at approximately 1500 ft. intervals.

At the Board of Education, three simultaneous telecasts can be originated, or three telecasts may be originated simultaneously, from any one of the five origination points, and the entire circuit will receive service for all telecasts.

Additional studios feed Channel 6 RF Transmitter.

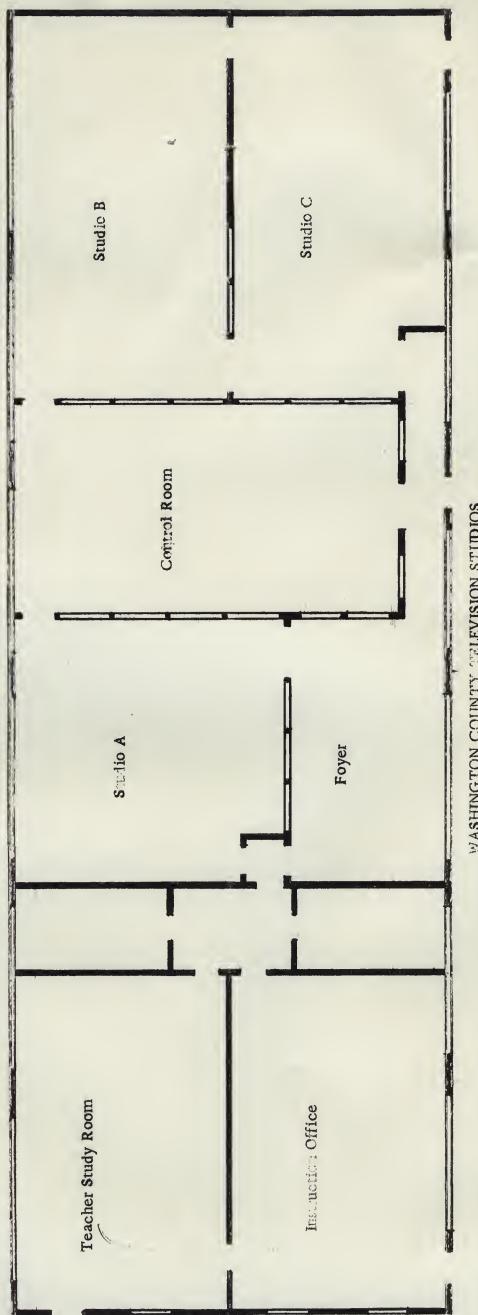
As of January 16, 1957, the following distribution systems are in the circuit:

1. Two High Schools	3. Washington County Museum of Fine Arts
2. Six Elementary Schools	4. Washington County Free Library

At the present time two studios are in operation. Three industrial vidicon cameras with single lens and no view finder are used in Studio A. In Studio B, two multi-lens, view-finder vidicons provide the source of the video signal. A variety of cameras and equipment will be used as the project progresses. An experimental studio with fixed cameras, or cameras that can be controlled by the teacher, is being planned. Data are being collected on the operation of the various installations that are developed. A diagram of the Board of Education Television Center will be found on page 13.

The television classes are scheduled as follows:

SCHEDULE OF TELEVISION CLASSES			
Studio A		Studio B	
9:05 - 9:35	English (Part I) Grade 12 Stanley Johnson, Director	9:05 - 9:35	English (Part II) Grade 12 Marjorie Hoachlander, Director
10:05 - 10:35	Science - I - Grade 9 Stanley Johnson, Director	10:05 - 10:25	Monday - Reading - Grade 3 Wednesday - Reading - Grade 2 Thursday - Reading - Grade 1 Friday - Reading - Grades 1,2,3 Marjorie Hoachlander, Director
		10:25 - 10:45	Tuesday - Art - Grades 1,2,3 Marjorie Hoachlander, Director
11:15 - 11:35	Monday - Music - Grade 4 Tuesday - Music - Grade 5 Wednesday - Art - Grades 4,5,6 Thursday - Music - Grade 4 Friday - Music - Grade 5 Marjorie Hoachlander, Director	11:10 - 11:35	Geometry - Grade 10 Stanley Johnson, Director
		12:00 - 12:40	Thursday - Guidance Marjorie Hoachlander, Director
1:10 - 1:30	Social Studies - Grade 4 Stanley Johnson, Director	1:10 - 1:40	Arithmetic - Grade 5 Marjorie Hoachlander, Director
1:45 - 2:05	Monday - Arithmetic - Grade 1 Tuesday - Arithmetic - Grade 2 Wednesday - Arithmetic - Grade 3 Thursday - Arithmetic - Grades 1,2,3 Friday - Film - Grades 1,2,3 Stanley Johnson, Director		
2:30 - 3:00	Monday - Science - Grade 6 Tuesday - Science - Grade 6 Wednesday - Music - Grade 6 Thursday - Science - Grade 6 Friday - Music - Grade 6 Stanley Johnson, Director	2:35 - 3:05	U. S. History - Grade 11 Robert Lesher, Director



T. Wilson Cahall - Coordinator of TV Project

Robert F. Lester - Director of Public Relations

K. R. Brugger - Chief Engineer, John F. Wahlfeldt - Assistant Engineer, D. Glenn Thomas - Technician

Marjorie Hochlander - Production Supervisor

Stanley Johnson - Assistant in Production

William M. Brish - Superintendent of Schools

The television project is operated as follows:

The Board of Education of Washington County

President	John M. Baer
Superintendent	William M. Brish
Coordinator	T. Wilson Cahall
Director of Public Relations	Robert F. Lesher
Chief Engineer	John R. Brugger
Assistant Engineer	John F. Wahlfeldt
Production Supervisor	Mrs. Marjorie E. Hoachlander
Assistant in Production	Stanley D. Johnson
Technician	D. Glenn Thomas
Clerical Staff	Mrs. Hilda E. Newcomer Virgie L. Rudolph Mrs. Joanne M. Taylor

Junior college students are employed on an hourly basis to operate cameras and assist with the production of the lessons.

Additional personnel will be added as the project progresses.

OBSERVATIONS ABOUT USING CLOSED-CIRCUIT TELEVISION FOR DIRECT INSTRUCTION

The project has provided stimulating motivation for the professional advancement of teachers. It is increasing interest in the teaching process and is making teachers more aware of the opportunities for improving instruction.

The television teachers feel that television is providing many advantages, some examples of which are:

1. The television screen gives the teacher direct control of the attention of the pupil. It provides an effective fixation point for group instruction. Lessons are planned to utilize this effect.
2. Visuals help explain the ideas of the lesson. They are developed for use under controlled conditions. Developing ideas for effective visuals is a creative experience that is having a wholesome effect on teacher morale and enthusiasm.
3. The television camera can greatly magnify a small part of the area to be shown. This is especially effective when presenting a close up of the action that is taking place in a demonstration. In this way, the pupil can actually see better what is happening than if he were present in person for the demonstration. Every seat in the classroom becomes a front row seat.
4. The teacher looks at the camera and immediately is looking straight into the eyes of each pupil who is watching. This seems to have a psychological effect that causes the pupil to give close attention to what is happening.

Apart from technical advantages, the television teachers have more time to plan the lessons and prepare materials. This is a tremendous advantage and the television teachers are noting an improvement in the quality of their lessons as they become more aware of the factors that make for more effective teaching. Teachers are receiving great satisfaction from having the opportunity to develop their ideas and plan creative activities.

The following are successful examples of ideas developed by the television teachers:

1. Using two channels to teach geometry, one channel for constant reference to the problem and figure, the other for solving the problem
2. Using elastic bands on peg board to create geometric figures
3. Fading in and out the important words or sentences that help explain the action taking place
4. Constructing charts and models with movable parts that explain the ideas being presented
5. Using a magnetic board for developing a lesson
6. Originating a "capsule classroom" of a few representative pupils for a class discussion project
7. Using puppets to present an idea
8. Developing special three dimensional visuals to illustrate such concepts as - Balance of Trade, Election Platforms, Foundations of Federal Government, Growth of the Tariff
9. Interviewing citizens of the community who are engaged in representative occupations or professions

In addition, the television facilities have been used for:

1. Providing information to pupils about the selection of a college (program each week presented by two different college groups.)
2. Helping seniors fill out the forms of the U. S. Employment Service.
3. Presenting Armed Service information to pupils by means of a panel of six representatives from the branches of the Armed Forces.
4. Presenting foreign language panels in both the Spanish and French languages by natives from Argentina, Guatemala, Mexico, Nicaragua, Paraguay, Peru, and Cambodia.
5. Presenting programs of speaking, singing, and dancing by 22 representatives from 13 foreign countries.

EXPLAINING THE TELEVISION PROJECT TO THE PUBLIC

The Closed-Circuit Television Project has been explained in demonstrations to:

Parent Teacher groups - regular meetings (10)
Service Clubs - regular meetings (6)
County Teachers Association
American Association of University Women
Jaycettes
County Council of Parents and Teachers

PUBLIC USE OF SCHOOL TELEVISION RESOURCES

The facilities of the circuit were made available to the C. and P. Telephone Company for the ceremonies connected with the change over to the new dial telephone system on December 9, 1956.

EVALUATION

In order to determine the effectiveness of television as a medium of instruction, it is important that careful evaluation be a part of every aspect of the project. It was felt that this evaluation should not be rigidly pre-determined but grow out of the experiences of the first year's work in orienting teachers and trying out ways of working with this new medium. As a result of the summer workshop experience and the actual participation in developing televised instruction, data are now being collected to provide a basis for evaluating along such lines as:

1. Surveying and summarizing community reactions to the use of the television medium as judged by pupils and parents
2. Registering the desire or the lack of desire of regular classroom teachers to function as television teachers
3. Studying the success of pupils in large classes under the leadership of capable classroom teachers
4. Studying the achievements of pupils of varying ability and contrasting the results with previous records and with other pupils not participating in the television project
5. Studying the results of standardized tests in subject matter areas as well as those tests that are constructed by television teachers
6. Reassigning teachers in such a way as to enable them to make their greatest contribution to the teaching process by performing those phases of the procedure for which they are best suited because of interest, training and experience
7. Recording the special ways in which the learning skills of questioning, observing, listening, assigning, etc. are employed

8. Studying the persistence of adolescents through the full twelve years of schooling as opposed to the tendency to drop out of school at age sixteen
9. Finding out to what extent valuable learning can take place by means other than those directly dependent primarily upon skill in reading
10. Discovering the potential involved in opportunities for teachers to plan together at rather frequent intervals
11. Identifying the contributions of the television teacher to the total learning situation
12. Identifying the contributions of the classroom teacher to the total learning situation
13. Studying the relationship of the techniques needed by pupils to achieve maximal results from televised instruction (Importance of such skills as listening, note taking, paying attention)
14. Noting the effect of televised instruction on schedule making (Simplified or made more complicated)
15. Learning the factors of classroom environment that improve televised instruction
16. Noting specific instances which indicate that through televised instruction there are positive or negative evidences of
 - a. Increase in the achievement of slow learners
 - b. Stimulation to gifted pupils
 - c. Awareness of pupils of the great range of knowledge
 - d. Awareness of pupils of the interrelatedness of the various fields of knowledge
 - e. Increase in accepting responsibility for self direction
 - f. Enrichment of the instructional program
 - g. Acceptance of self discipline
 - h. Increase in the ability of a group to work together
 - i. Opportunities for more attention to the individual pupil
 - j. Savings in teacher time and effort
17. Noting specific examples of improvement
 - a. in the quality of instruction
 - b. in learning by involvement in large groups
 - c. in the study habits of pupils
 - d. in the retention and voluntary recall of ideas that have been learned, hence a reduction in the need for reteaching
18. Noting specific instances which explain what was accomplished in the lesson by television that could not otherwise have been achieved
19. Analyzing specific procedures for handling large groups
20. Noting evidences of changes in the concept of teaching

Fact Sheets

February 13, 1957

Mr. Graydon Ausmus, Director
Radio-TV
Station WUOA (FM)
University of Alabama
Box X
University, Alabama

Dear Graydon:

In our effort to make generally available in brief form the results of principal U. S. and foreign studies into the uses of television for instructional purposes, I should like to inquire about the availability of any present or future report on your current project for which the Fund for the Advancement of Education is providing support. We would like to be sure all these projects are included in our reports.

If you are not familiar with our Fact Sheets in this area, which are issued as results become available, we would of course be glad to send you a set in exchange for your assistance.

Sincerely,

Harry J. Skornis
Executive Director

HJS:dfo

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Carmichael & Company
WHOLESALE DISTRIBUTORS
TELEPHONE 7153
312 SOUTHSIDE AVE.
ASHEVILLE, NORTH CAROLINA

FRED H. CARMICHAEL, PRES

WHOLESALE DISTRIBUTORS

TELEPHONE 7153

312 SOUTHSIDE AVE.

ASHEVILLE, NORTH CAROLINA

T. E. McCALL, TREAS.

February 4, 1957

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

Your letter of January 17, 1957 to my Father, Dr. O. C. Carmichael, has recently been forwarded to me.

Perhaps you are not aware that my Father is no longer with the University of Alabama and is now with the Ford Foundation. At the present time he is in India and will be traveling abroad for several months, returning to Asheville around June 1st.

I am putting your letter on file, and will turn it over to him upon his return.

Yours sincerely

Yours sincerely,

Fred H. Carmichael

FHG:as

File w/other corres. w/in. (Might be under Fact Sheets)

TEXAS EDUCATION AGENCY

AUSTIN, TEXAS



- STATE BOARD OF EDUCATION
- STATE COMMISSIONER OF EDUCATION
- STATE DEPARTMENT OF EDUCATION

February 28, 1957

41
28
66

Dr. Harold E. Hill
Associate Director
National Association of
Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Dr. Hill:

Since our television project in Austin, Texas is now operating in its seventh month of the first year, we have not had an opportunity as yet to accumulate information that will indicate specific outcomes of the program. The general background information I sent to you several weeks ago is really all that we have at this time.

We do plan to employ through contract a research group to study and to evaluate the project during the second year of its operation which will begin June 1, 1957.

We are very glad that you are interested in this information and we do want to make it available to you as soon as it is completed.

Sincerely yours,

Lee Wilborn

Lee Wilborn
Assistant Commissioner
for Instruction

LW:tw

Fact Sheets

February 13, 1957

Mr. Lee Wilborn
Assistant Commissioner for Instruction
Texas Education Agency
Austin, Texas

Dear Mr. Wilborn:

Dr. Skornia has asked me to reply to your letter of January 13 with which you enclosed a copy of your project statement.

I believe there might have been some misunderstanding about just what our Fact Sheets are, therefore I am enclosing a recent one for your information. You will see that they are digests of research being done in the ETV field. Therefore, we need information about any results of your project, in addition to the general background information you sent.

If such information is available, we would be most happy to receive it so that we might have the findings digested for the Fact Sheets.

Sincerely,

Harold E. Hill
Associate Director

HEH/hek

Enc.

Fact Sheet (tt 708)

TEXAS EDUCATION AGENCY

AUSTIN, TEXAS



- STATE BOARD OF EDUCATION
- STATE COMMISSIONER OF EDUCATION
- STATE DEPARTMENT OF EDUCATION

January 31, 1957

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PROJECT STATEMENT

The project proposes to activate the reserve supply of college graduates through an accelerated teacher education program involving instruction by television.

The first year consists of 26 telecasts. These telecasts are designed to orient both the pre-service and the in-service participants to the program of professional education. Successful completion of the series will make the participant eligible for an individualized program in teacher education. In-service participants who have taught two years and completed the residence program may establish eligibility for permanent certification.

When the in-service teacher registers in a cooperating college for these 26 programs, the employing school system will be issued a one-year teaching permit for this teacher. After satisfactory completion of the first and second series, both in-service and pre-service participants will be entitled to teach for or within three years from completion date.

The experiment is designed to recruit a new group of participants each year for a three-year period in order to provide sufficient time in resolving such questions as the effectiveness of television as a medium of instruction and the identification, by accompanying research, of the basic elements of a teacher education program.

PROJECT OPERATION

Development and operation of the project is assigned to the Assistant Commissioner for Instruction. The project staff has set up machinery for recruitment, instruction, and research. Coordinating committees, organized in fourteen television areas, will implement the program in the local area, and advise the project staff and the Commissioner.

The following areas have been contacted and have expressed a desire to become part of this project:

<u>Area</u>	<u>Number on Committee</u>
Dallas - Fort Worth	9
Houston	7
San Antonio	5
Austin	5
Abilene	5

<u>Area</u>	<u>Number on Committee</u>
Tyler-Longview	5
Amarillo	3
Lubbock	3
Midland - Odessa	3
El Paso	3
Harlingen - Weslaco	3
Corpus Christi	3
Wichita Falls	3
Waco	3

PARTICIPATING GROUPS

Each cooperating group--participants, colleges or universities, area coordinating committees, local school districts, and State Department staff--will function within the framework outlined:

Participants

Prospective participants will be advised to contact a cooperating college or university in their televiwing area, where they will be screened and enrolled. Participants will:

1. Be eligible to teach under the provisions of the Emergency Teaching Permit.
2. Begin professional preparation through instruction by television and related study activities.
3. Be eligible for renewal of Emergency Teaching Permit upon completion of the program series.
4. Establish eligibility with the enrolling college or university for an individualized teacher education program consistent with background and ability.

To be eligible for participation, the applicant shall:

1. Hold a bachelor's degree from an accredited college or university with an average grade equivalent of 2.6 based on four years of college work, or a 3.0 grade point average based on

~~the last two years of college work figured on the 4-3-2-1 system, or have graduated in the upper one-half of the graduating class, evidenced by a transcript of college work.~~

2. Be admitted to a cooperating college.
3. Be a citizen of the United States.
4. Be of good moral character, evidenced by three good and well-known citizens of Texas.

Project participation will require students to do the following:

1. Enroll for the instructional program series in the cooperating college or university in their televiwing area.
2. View the television programs, read required related materials, submit informal papers, utilize opportunities for school visitation, and complete the program series examination.
3. Pay necessary fees.
4. Assist in the evaluation of the program series. A limited number of participants will be asked to assist in the accompanying research project.

Colleges and Universities

Cooperating Texas colleges and universities will participate in the project as service institutions to participants and school districts employing participants. Implementation of the project will require that cooperating institutions:

1. Screen applicants for the teacher education courses offered by television, to include analysis of transcript and application in accordance with project policies.
2. Enroll eligible participants.
3. Develop an accelerated or individualized program on campus for participants. The residence program will be designed within the framework for teacher education.
4. Designate appropriate staff members to serve as advisors to participants.
5. Accept successful completion of the program as an integral part of the total professional development of the participant.

6. Assist in the related study activities by furnishing appropriate teaching materials.
7. Assist local schools in developing on-the-job experience for participants.
8. Report to project director on the progress of participants.
9. Recommend participants for permanent certification upon successful completion of the individualized teacher education program.
10. Administer test on program series.
11. Assist in the evaluation of the effectiveness of the project.

Area Coordinating Committee

A project coordinating committee is appointed in each of the 14 television communities cooperating in the project. The size of the committee varies with the composition of the area, but in all cases is representative of the public schools and colleges or universities within the area.

The area coordinating committee will:

1. Select the instructor or instructors for television programs.
2. Secure time on a local television station for broadcasts on a public service basis.
3. Assist the local instructor in the development of the presentations.
4. Evaluate the presentations and report to the project staff.
5. Assist in the local public information program.
6. Review and appraise the program material furnished by the project staff.
7. Determine screening policies for area.
8. Serve as advisory group to the Commissioner.

Local School Districts

Local school districts will be requested to assist in publicizing and developing programs. Also, local leadership will be needed to:

1. Locate, screen, and encourage as many persons as are available to participate in the teacher education courses offered by television.
2. Employ on a full-time, part-time or substitute basis those persons who enroll in the teacher education courses offered by television.
3. Develop procedures so that all teachers who enter or re-enter the teaching profession during this emergency period may make the proper adjustment to the school system.
4. Provide opportunities for the new teachers to observe classes conducted by more experienced teachers.
5. Provide consultant service to project participants.
6. Assist in the development of appropriate on-the-job experience.

State Department Staff

Project development and operation is assigned to the Division of Teacher Education. The project staff will perform the following functions:

1. Organization of television areas.
2. Orientation of area coordinating committee members.
3. Service area coordinating committees.
 - a. Publicity and recruitment
 - b. Program production
 - c. Evaluation procedures
4. Develop the participant screening plan.

5. Develop the program series
 - a. Determine content for twenty-six "Telecasts"
 - b. Produce script
 - c. Produce basic graphic materials
 - d. Produce series tests
 - e. Prepare course syllabus
6. Develop training program for area instructors.
7. Develop and coordinate accompanying research program
 - a. Project evaluation
 - b. Participant testing and analysis
8. Develop the minimum standards for an individualized certification program.

RULES AND REGULATIONS

To implement the operation of this project, the Commissioner of Education is authorized to:

1. Enter into professional service contracts with individuals who are needed as consultants on the project;
2. Enter into any reimbursement contracts with local school systems or public junior colleges to finance the operating costs of coordinating committee; and
3. Incur such other expenses in line with the operating budget shown on the previous pages.
4. Appoint, subject to confirmation of the Board, area coordinating committees, a State advisory committee, and a national advisory committee to assist in the development and evaluation of the project.

EMERGENCY TEACHING CERTIFICATES

An emergency permit to perform the duties of a regular classroom teacher in the elementary, junior high school or high school will be issued to the school employing participants in the Teacher Education by Television program under the following conditions:

Participants Employed

Upon receipt of an application and fee of \$1.00 accompanied by the certification of the employing superintendent that the applicant is enrolled in a cooperating college or university for the instruction in Teacher Education by Television, an emergency teaching permit will be issued to the applicant valid for the scholastic year in which the permit is issued.

All Participants

Upon certification by a cooperating college or university that the participant has successfully completed the teacher education instruction by television, the participant may be granted upon application and payment of fee of \$1.00 a permit to teach valid for one year which may be renewed if necessary upon subsequent re-applications for each of the two succeeding years.

Fact
Sheet
corresp.

February 4, 1957

Mr. Elmer Hutchisson, Dean
The Graduate School
Case Institute of Technology
University Circle
Cleveland 6, Ohio

Dear Dean Hutchisson:

Thank you very much for the copies of your preliminary reports on two-way closed circuit TV. These will be incorporated in our Fact Sheets.

A set of these, with Index will be sent you as soon as the latter, being revised, is brought up-to-date.

Once again our sincere thanks.

—
Cordially,

Harry J. Skornia
Executive Director

HJS:dfc

sent 2/12/57
mjh

mail set of fact
sheets when new
Index is ready

Let me know when they're
sent, return letter.

CASE INSTITUTE OF TECHNOLOGY
UNIVERSITY CIRCLE
CLEVELAND 6, OHIO

GRADUATE SCHOOL
OFFICE OF THE DEAN

21 January 1957

RECEIVED
NAEB HEADQUARTERS
JAN 23 1957

1/8/57 1/10/57 1/11/57 1/12/57 1/13/57 1/14/57 1/15/57

Mr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

In reply to your letter of January 17th, I am attaching copies of two preliminary reports which have been prepared by Professor John Martin concerning the two-way closed circuit TV experiment which we have under way. We anticipate that further experimenting will be carried on during the second semester and will be glad to send you further reports as the work progresses.

I am not familiar with the ~~se~~ Fact Sheets in Educational Television and would be pleased to have a set.

Sincerely

Elmer Hutchisson

Elmer Hutchisson
Dean

EH/IC

February 1, 1957

Proofsheets
Scribble to my
Letter to
Jim

Mr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

Thank you for your letter of January 21. We shall be happy to forward you complete reports of the results of our study as soon as they become available.

We would appreciate receiving your Fact Sheets as they become available.

Sincerely,

Sincerely,
Vernon Davies

Vernon Davies
Associate Professor
Department of Sociology

VD mn

fact sheet corresp,

CANADIAN BROADCASTING CORPORATION



P.O. Box 806,
Ottawa, Ontario,
February 7th, 1957.

Mr. H. J. Skornia,
Executive Director,
National Association of
Educational Broadcasters,
University of Illinois,
119 Gregory Hall,
Urbana, Illinois.

Dear Mr. Skornia:

In reply to your request for a copy of CBC Halifax-Dartmouth studies, I have pleasure in enclosing one copy each of the two reports entitled "CBC Halifax-Dartmouth Study: Part One - Radio Listening Patterns in a Canadian Community ... "Before" Television" and "CBC Halifax-Dartmouth Study - 2nd Report - Study of a Canadian Community Before Television". The former study (Part I) is now practically out of print.

I am certainly glad to hear that you wish to include the material in your Fact Sheet surveys. Your assumption about the confidential classification is correct, and normally our reports are meant for internal circulation in the CBC. There is also the complication of mention by name of several non-CBC stations. Further, as you are no doubt aware, survey companies are chary about the reproduction of their statistics which are supplied for the specific use of subscribing members.

However, if you could avoid identification of particular stations and use any highlights from these reports for your Fact Sheet we shall be only too glad.

I shall be grateful if you can send us a copy of the Fact Sheet in which the material is used.

Yours sincerely,

B. K. Byram / B.K.

Dr. B. K. Byram
Supervisor of Analysis and Reports,
Audience Research Division

sent
3/14/57

Kostka - 741

Then
Fact Sheets comes p. file

March 11, 1957

Mr. W. A. Belson
Audience Research Department
The British Broadcasting Corporation
Broadcasting House
London, W. 1, England

Dear Bill:

Thanks for your kind letter of 7 March. In a few days another "installment" of Fact Sheets will be mailed.

I'm very pleased indeed to hear of other items you'll be sending us both for Fact Sheet and Journal use. With regard to the latter, the Journal is published for those engaged in or those interested in the use of radio and television for educational purposes. It is published for the educational staff member and for the user of programs, such as a school teacher.

Major articles run from about 1,000 to 1,500 words; the preferred length is about 1,200. We make an occasional exception where the article merits it.

I'm sending you a couple of copies under separate cover. You'll note the present name is ABET Journal. Effective with the next volume, we'll be changing to the NABE Journal.

I do believe an article based on your study of effects on initiative of viewers, or other pertinent, non-statistical studies, would be most welcome for the Journal. However, to save time, would you address articles for the Journal to:

Mr. Frank E. Schooley
227 Gregory Hall
University of Illinois
Urbana, Illinois

please?

Once again, I'm certainly pleased with our "rapport". I'll certainly try to keep our end up.

Cordial regards,

Harry J. Skornia
Executive Director

HJS/dc
CC: Burton Paulu
Frank E. Schooley

THE BRITISH BROADCASTING CORPORATION
Broadcasting House, London, W.I

TELEPHONE: LANGHAM 4468 TELEGRAMS AND CABLES: BROADCASTS, TELEX, LONDON

Reference: 03/AR/WB

7th March 1957

Dear Harry,

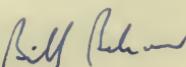
Many thanks for your Facts Sheets. I think you do them very well indeed and it is certainly a comfort to be able to rely on an adequate summary and review. Another thing I like about the service is the speed at which you move in getting material into circulation. Several other papers are on the way to you at present.

Burton Paulu suggested that we might send you papers from time to time with the idea of journal publication in mind - that is, either in addition to Fact Sheet publication or as an alternative to it. I wonder if you would be kind enough to let me have a few details about the journal. I simply have not been able to get hold of one - for the good reason, I suppose, that the journal is very new. The things I am interested in are: the simplicity level at which the papers in it are written, the required length of papers, the period of delay between acceptance and publication, and anything special about format.

What I have in mind as a submission to you is the paper on the effect of television upon the interests and the initiative of adult viewers - which you summarised a little time ago. Does this paper seem a possibility to you, or would a journal-length paper be too much like a repetition of the Facts Sheet information?

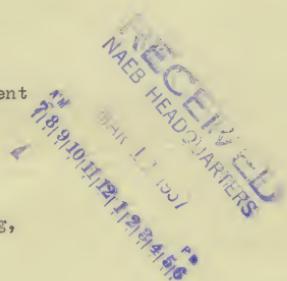
With kind regards,

Yours sincerely,



(W. A. Belson)
Audience Research Department

Dr. H. J. Skornia,
National Association of Educational Broadcasting,
Gregory Hall,
Urbana,
Illinois,
U.S.A.



Mrs. Judith B. Gans
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Mrs. Gans:

I do not care to continue receiving the NAEB-TV Research Fact Sheet service. Please remove my name from your subscription list.

NAME: _____

ADDRESS: _____

CITY & STATE: _____

Remarks:

NAEB

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

April 8, 1957

Mr. Marshall McLuhan
Culture & Communications Seminar
81 St. Marys Street
University of Toronto
Toronto, Ontario
CANADA

29 Wells Hill Ave
Toronto 10

Dear Mr. McLuhan:

In bringing our billing records up-to-date, we note that we have no record of your having been billed for the NAEB-TV Research Fact Sheets for 1957. The University of Illinois will therefore send you such a bill shortly. If you do not want to continue receiving our Fact Sheets, please let me know by returning the enclosed postcard.

Please feel free to write me if you have any questions regarding your subscription to the Fact Sheet Service.

Sincerely,

Judith B. Gans

(Mrs.) Judith B. Gans
Secretary

Enclosure

Dear Mrs. Gans
Please note that our new
Explorations is of great
relevance to NAEB affairs
— especially no. 7.
(over)

There is in no 9
report of new
media experiment
which you will want
to report & your readers.

Explorations
University of Toronto
Toronto 5

Sincerely yours
H. M. McLean



SUBJECT:
A "Live" Telecast
FROM:
An Ampex Videotape Recorder
TO:
The Nation's TV Screens

CBS TELEVISION NETWORK
presents
ARTHUR GODFREY'S TALENT SCOUTS
starring **ARTHUR GODFREY**

by Videotape Pre-Recording

TUNE IN
YOUR LOCAL
CBS STATION

MONDAY
FEBRUARY

25
1957

First show at
8:30 p.m. (EST)

Repeat show at
8:30 p.m. (PST)

A M P E X

Ampex VR-1000, the world's first commercial magnetic tape recorder for video, was introduced in April, 1956, and was immediately given an overwhelming vote of confidence by the television industry. For the first time, up to 64 minutes of television sight and sound entertainment could be instantaneously recorded on a 12½ inch reel of two inch magnetic tape and played back immediately with such clarity that most persons could not tell the videotape recording from the live show. Since November 30, this revolutionary development has been used by the networks on regularly scheduled shows each weekday night. Engineering prototype Ampex Videotape Recorders, being delivered to the three major networks for regular service, immediately improve picture quality for the viewer and make large cost savings for their owners.

**AMPEX CORPORATION — CREATOR OF THE
NEW LIVE LOOK IN TELEVISION**

FROM: CSB

ATTENTION OF:

✓ Skornia *NSh*
_____ Bidlack *J*
✓ Hill *J*
✓ Schooley *B*
✓ Underwood *B*
_____ Enderby
_____ Paulu
✓ Trump *gt*
_____ Stevens
_____ Secretarial
Other: _____

ACTION:

_____ For your information
_____ For signature
_____ Please handle
_____ File
_____ Return
_____ Comment and return
_____ Supply background info.
_____ Newsletter
Other: _____

DATE: 2-11-57

Mrs. Judith B. Gans
NAEB Headquarters
14, Gregory Hall
Urbana, Illinois

Dear Mrs. Gans:

I do not care to continue receiving the NAEB-TV Research Fact Sheet service. Please remove my name from your subscription list.

Plara - put this in
a letter envelope along
with original
you mention
no bill sent me for 1957
none should be
subscribers
not

NAME: W. Y. Elliott

ADDRESS: Old Dominion Foundation

CITY & STATE: 716 Jackson Place -

Remarks:

NAME

**NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS**

14 Gregory Hall

Urbana, Illinois

April 5, 1957

APR 19 1957
2441124

Dr. William Yandell Elliott
Old Dominion Foundation
716 Jackson Place, N.W.
Washington 6, D.C.

Dear Dr. Elliott:

In bringing our billing records up-to-date, we note that we have no record of your having been billed for the NAB-TV Research Fact Sheets for 1957. The University of Illinois will therefore send you such a bill shortly. If you do not want to continue receiving our Fact Sheets, please let me know by returning the enclosed postcard.

Please feel free to write me if you have any questions regarding your subscription to the Fact Sheet Service.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosure

~~Rej~~
Great
instance

The following people are being deleted per HJS request:

Harold E. Fellows, NARTB
Rai Journal
Dallas Smyth, U of Illinois
Ann Spinney, FAE
Tracey Tyler, AERT
McNeil Lowry, Ford Foundation
W. R. Stevens, WHPR

April 16, 1957

Mrs. J. Marriott
European Broadcasting Union
Geneva 20 Montbrillant
Geneva, SWITZERLAND

Dear Mrs. Marriott:

Thank you very much for your letter of April 13 regarding our NAEB - TV Research Fact Sheets.

The free exchange arrangement you mention in your letter dated from when we were not paying members of the E.B.U. We now are paying members. We must charge all organizations to whom we, on our part, pay annual dues or fee. We are sorry but if you wish to continue receiving our Fact Sheets, you will have to pay the \$2.50 fee. You will be billed by the University. As I mentioned earlier, if you do not wish to pay this nominal charge, then please return the postcard or drop me a note.

I hope this has not been too much of an inconvenience. We hope that we may continue to have the privilege of serving you.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

blcc: H. U. Skornia

EUROPEAN BROADCASTING UNION (E.B.U.)

UNION EUROPÉENNE DE RADIODIFFUSION (U.E.R.)

ADMINISTRATIVE OFFICE

Ref.: JM/14773

GENEVA, 13th April 1957

37, Quai Wilson

1, rue de Varembé

Mrs. Judith Gans,
Secretary,
N.A.E.B.
14 Gregory Hall,
Urbana,
Illinois.

Dear Madam,

In reply to your letter of 8th April, concerning our subscription to the NAEB-TV Research Fact Sheets, the position is that we receive all NAEB publications free of charge as the NAEB is a member of this Union. In return the NAEB regularly receives free copies of our publications.

We are very interested in the Research Fact Sheets and certainly wish to continue to receive them.

Yours faithfully,



(Mrs.) J. Marriott



NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois

In bringing our billing records up-to-date, we note that we have no record of your having been billed for the NAEB-TV Research Fact Sheets for 1957. The University of Illinois will therefore send you such a bill shortly. If you do not want to continue receiving our Fact Sheets, please let me know by returning the enclosed postcard.

Please feel free to write me if you have any questions regarding your subscription to the Fact Sheet Service.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosure



WAYNE STATE UNIVERSITY
COLLEGE OF LIBERAL ARTS

DETROIT 2, MICHIGAN

DEPARTMENT OF SPEECH

April 18, 1957

Mrs. Judith B. Gans
Secretary
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Mrs. Gans:

In reference to your letter of April 8th to Mr. John Cambus our Station Manager at WDET, let me say that I have not as yet seen a bill for the NAEB-TV Research Factsheet and will be most happy to pay same if I know how much I owe you.

As I understand the note at the bottom of the letter, our material from the NAEB is now being addressed to John Cambus our Station Manager. If the NAEB wants a single name for all material then this situation should remain as is since we are most concerned that the tape network material get to Cambus directly. If it is possible to have material sent out to two different people at the same institution, then I would like such things as the NAEB-TV Research Factsheets, the Newsletter or anything which does not deal directly with the operation of the network and the radio station to be sent to me.

Sincerely yours,

Lee S. Dreyfus
Lee S. Dreyfus
Assistant Director
Radio and Television

LSD:pb
cc: John Cambus

*Post card sent re-Changing subscription to
Dreyfus rather than Cambus. Total
amount of bill which will soon be received
2.58.*

4-19-57



UNIVERSITY OF SOUTH DAKOTA
VERMILLION

April 8, 1957

RECEIVED
NAEB HEADQUARTERS
APR 10 1957
7/8/9/10/11/12/1/2/3/4/5/6

Mrs. Judith B. Gans
Secretary, NAEB
14 Gregory Hall
Urbana, Illinois

Dear Mrs. Gans:

KUSD would like to continue receiving the NAEB-TV Research Fact Sheets. I was not aware that there was any billing for this service, but if there is, we will be glad to pay it. In the future, please address any correspondence on these matters to me rather than to Mr. Busch. Incidentally, his first name is Martin, not Monroe.

Sincerely,

Edward J. Slack

Edward J. Slack
Director, KUSD

EJS:lg

Reg'-
Tell University
to cancel invite;
Please,
make in name of:
James S. Miles
Return letter to me.

Done
8-17-57

PURDUE UNIVERSITY
PURCHASING DEPARTMENT
LAFAYETTE, INDIANA

April 11, 1957

RECEIVED
NAEB HEADQUARTERS
APR 16 1957
719-9140111911913456
AM

University of Illinois
Business Office
Urbana, Illinois

Gentlemen:

Your statement, dated April 3, 1957, for one subscription to the NAEB TV RESEARCH FACT. SHEET SERVICE is believed to be an error. In February we submitted purchase order #3084 for one renewal subscription and paid for this copy February 18.

We chose to renew only one subscription for this year so if the statement refers to the second copy directed in the past to Educational Reference, this copy is to be discontinued.

Very truly yours,

Dave Hodge

Dave Hodge
Buyer

DRH:ml

*Miles
Radio Station WBAA*

*Postal Card sent 4-16 - apologizing for being error.
mention made to ignore invoices when received -
S9*

OFFICE OF THE PRINCIPAL
JACOX JUNIOR HIGH SCHOOL
NORFOLK, 4, VIRGINIA



MISS MARGARET L. GORDON
PRINCIPAL

May 31, 1957

RECEIVED
NAEB HEADQUARTERS

AM 6/1/57
7/8/9/10/11/12/11/2/3/4/5/6

ALBERT P. PRESTON
ASST. PRINCIPAL

Mrs. Judith B. Gans, Secretary
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mrs. Gans:

Thank you for your letter of May 22. I have already returned the postal card requesting the Fact Sheets and placing my \$2.50 order for a year's subscription.

In your letter you mentioned that you were enclosing some material that you thought would be of interest to me. Unfortunately the materials were not enclosed as you intended.

Please, if it is not too much trouble to you, send me the materials to which you made reference.

Thank you very much.

Sincerely yours,

Margaret L. Gordon
M. L. Gordon
Principal

MLG/b

sent B-5

April 12, 1957

Mr. Irvine B. Watts, Director
Phoenix Flying School
2409 East Buchanan
Phoenix, Arizona

Dear Mr. Watts:

Thank you for your letter of April 8 requesting a copy of our Fact Sheet Service Bulletin. I believe you must be referring to our Fact Sheet Service which is a continuing series at irregular intervals and includes information regarding research into techniques of presentation, production principles and content and audience research pertaining to both television and radio.

The charge for this service is \$2.50 per year. If you start your subscription now, you will receive all back issues of 1957.

I hope the above information is of interest to you and if you care to subscribe to the Fact Sheet Service, please let me know.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

PHOENIX FLYING SCHOOL • IRVINE B. WATTS, *Director*

A unit of the PHOENIX UNION HIGH SCHOOLS & PHOENIX COLLEGE SYSTEM • *Bruce K. Moore*
HAROLD L. GEAR, Superintendent

2409 EAST BUCHANAN • PHOENIX, ARIZONA

April 8, 1957

Education Television Research
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

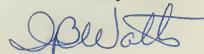
Gentlemen:

Will you please send me at your earliest convenience
a copy of your Fact Sheet Service Bulletin.

If there is any charge involved, please send collect
to: Irvine B. Watts, Director, Phoenix Flying School,
2409 East Buchanan, Phoenix, Arizona.

Thanking you for your prompt attention to this request,
I remain,

Sincerely,



Irvine B. Watts
Director

IBW.bb

March 25, 1957

Mr. Bill Bolson
41 York Mansions
Prince of Wales Drive
London, S. W. 11
ENGLAND

Dear Bill:

Thanks for yours of March 20. As soon as the study arrives, I'll give to Ron Kostka to do Factsheet on, giving him also your letter. Am too covered up with too many other things at the moment or I'd like to do myself. I'll check over carefully before it's issued.

We'll welcome the "Murt Mind" material, too, when it's available.

Our best, with thanks, though in haste.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek
cc: Ron Kostka (with letter)

FOR AIR MAIL

June 14, 1957

Fact
Sheet
Service

Mrs. Marshall P. Smith
Assistant to the Director
Cooperative Test Division
Educational Testing Service
Twenty Nassau Street
Princeton, New Jersey

Dear Mrs. Smith:

Your inquiry to Mr. Kostka has been referred to me. I shall be most happy to add your name to our NAEB TV Fact Sheet Service Bulletin Mailing List. The charge for this subscription is \$2.50 per year. The Fact Sheets are distributed at irregular intervals and by joining now, you will receive all the issues which have been printed since January 1, 1957. Your subscription would therefore expire on January 1, 1958.

When you return the enclosed postal card, confirming the fact that you wish to receive the Fact Sheets, we will place your name on our list, and bill you.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosure



COOPERATIVE TEST DIVISION
EDUCATIONAL TESTING SERVICE
20 NASSAU STREET, PRINCETON, NEW JERSEY

June 12, 1957

Mr. Ron W. Kostka
National Association of Educational
Broadcasting
14 Gregory Hall
Urbana, Illinois

Dear Mr. Kostka:

I have been very interested in reading the March 6, 1957 issue of Fact Sheet Service, and would like to be placed on your mailing list for future issues.

If your distribution is not limited to your organization, will you please notify me of the charge for this service?

Sincerely yours,

Marshall P. Smith

Mrs. Marshall P. Smith
Assistant to the Director

AZS:db

RECEIVED
NAEB HEADQUARTERS

JUN 14 1957

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

6

Andy M please

UNITED STATES DEPARTMENT OF AGRICULTURE
FEDERAL EXTENSION SERVICE
WASHINGTON 25, D. C.

May 23, 1957

Dr. H. J. Skornia
Executive Director
National Association of
Educational Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

I find that I do not have No. 10, Section IV, Audience
Studies, in my file of Educational Television Research
Fact Sheet Service releases. If you have an extra copy
that you can send me I shall greatly appreciate receiv-
ing it. This service is very helpful to me.

Sincerely yours,

Lucinda Crile
Lucinda Crile, Extension Analyst
Teaching Methods Research Branch
Division of Extension Research and Training

Dear 6-27-57

Gentlemen;

Please send me your Fact Sheet Service Bulletins, as listed in Schools for Tomorrow.

Also, please place my name on your mailing list for further data. My address next fall will be:

Al G. Rundle

Department of Speech

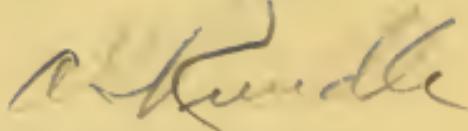
Northwestern State College

Alva, Oklahoma

However, please send material requested now to the below address.

Thank you.

Yours sincerely,



Al G. Rundle

Hilltop Hall # 616

2280 So. Race

Denver 10, Colorado

Fact Sheets

June 27, 1957

Mr. Al G. Rundle
Hilltop Hall #616
2280 South Race
Denver 10, Colorado

Dear Mr. Rundle:

We will be very happy to add your name to our subscription list for the NAEB-TV Research Fact Sheets. However, before doing so, we thought we should make it clear to you that there is a charge of \$2.50 per year for the Fact Sheets. By subscribing now, you will receive all back issues of 1957 and your subscription will therefore expire in January, 1958. I have enclosed a postcard which is self-explanatory. If you wish to subscribe, please return the card to me.

I am sorry to say that we have no mailing list available. However, I am enclosing a publications and recordings listing which should be of interest to you. Any item listed in the booklet can be purchased through us.

May we hear from you.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures (2)

Janice //

FACT Sheets
comes.

1 186 APR 9 '57

NAME & ADDRESS

BRITISH BROADCASTING CORP.
PUBLICATIONS
35 MARYLEBONE HIGH STREET
LONDON, W. 1, ENGLAND

DESCRIPTION OF CHARGE

PLEASE RETURN ONE COPY OF THIS
INVOICE WITH REMITTANCE.
MAKE CHECKS PAYABLE
TO
UNIVERSITY OF ILLINOIS

1 SUBSCRIPTION--NAEB TV RESEARCH FACT SHEET SERVICE--1957

BY	DATE	IN	NO.	ACCOUNT CODE	\$
HJS:ME	4-4-57			442 25450	2.50

INVOICE
UNIVERSITY OF ILLINOIS
URBANA, ILLINOIS

NO. 73241
1 186 APR 9 '57

NAME & ADDRESS

BRITISH BROADCASTING CORP.
PUBLICATIONS
35 MARYLEBONE HIGH STREET
LONDON, W. 1, ENGLAND

DESCRIPTION OF CHARGE

PLEASE RETURN ONE COPY OF THIS
INVOICE WITH REMITTANCE.
MAKE CHECKS PAYABLE
TO
UNIVERSITY OF ILLINOIS

1 SUBSCRIPTION--NAEB TV RESEARCH FACT SHEET SERVICE--1957
RETURN THIS COPY
WITH REMITTANCE

BY	HJS:ME	DATE 4-4-57	IN	NO.	ACCOUNT CODE 44 2 25 450	\$ 2.50
----	--------	----------------	----	-----	-----------------------------	---------

BBC PUBLICATIONS
THE BRITISH BROADCASTING CORPORATION
35 MARYLEBONE HIGH STREET, LONDON, W.1
TELEPHONE: WELBECK 5577 · TELEGRAMS AND CABLES: BROADCASTS, TELEX, LONDON

Reference: 15/PNS/RCH

27th May, 1957

Mrs. Judith B. Gans,
National Association of Educational Broadcasters,
Office of Executive Director,
14 Gregory Hall,
Urbana,
Illinois.

Dear Madam,

With reference to your letter of 15th May, regarding your Fact Sheet Service, which has been referred to me.

I have now had an opportunity of looking at our previous correspondence with your Association and I find that in August 1953 we arranged to send you copies of The Listener, Radio Times and BBC Quarterly, and in return you have been sending us your Newsletter and the other publications which you issue from time to time. The BBC Quarterly is no longer published but we are still sending you Radio Times and The Listener.

In view of this I trust that we may continue to exchange publications on this basis and that it will not be necessary for us to register a subscription for \$2.50.

I am, therefore, returning your invoice reference No. 73241 and I shall be grateful to have your confirmation that this arrangement is acceptable to you.

With best wishes,

Yours faithfully,

(R. C. Hall)

Circulation Manager

MG

RADIO TIMES . THE LISTENER . LONDON CALLING . BBC HANDBOOK
HIER SPRICHT LONDON . ICI LONDRES . LONDON CALLING EUROPE
SCHOOL BROADCASTING PUBLICATIONS . BBC CONCERT AND OTHER PUBLICATIONS

June 10, 1957

Mr. R. C. Hall
Circuation Manager
British Broadcasting Corporation
35 Marylebone High Street
London, W.1
ENGLAND

Dear Mr. Hall:

Thank you very much for your letter of May 27 regarding our Fact Sheets. We send our Fact Sheets to quite a few of your BBC offices and until I received your letter, we didn't know for sure, which office was to continue receiving our publication on a complimentary basis. Because you send us RADIO TIMES and THE LISTENER, we are most happy to continue your subscription at no cost to you. We will cancel the invoices which you were kind enough to return.

Would it be possible for you to take our name off the RADIO TIMES mailing list? We would just like to receive THE LISTENER.

I am sorry there was so much trouble in straightening out your subscription and hope you haven't been inconvenienced too much.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

May 15, 1957

British Broadcasting Corp. Publications
35 Marylebone High Street
London, W. 1
ENGLAND

Dear Sir or Madam:

I received your note regarding our Fact Sheet Service which you have been receiving. You ask that we supply you with the full details and the name of the person and/or department who placed the original order for our NAEB TV Research Fact Sheet Service.

You have been receiving this service since 1955 with the compliments of Dr. Harry J. Skornia, Executive Director of NAEB. This year, for the first time, we are asking all those who have been receiving our Fact Sheets on a complimentary basis, to continue their subscription by paying the regular \$2.50 fee, or, if they are not interested, to let us know and we will delete their name from our subscription list.

I am enclosing a U. S. Postal Card for your convenience in case you wish your name dropped from our list. We hope this will not be the case.

May I hear from you?

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures (Postal card and correspondence received May 15)

→ *Fact Sheets
nowell*

July 23, 1957

Mr. Robert E. Dawson, Research Associate
William James Giese and Associates
Twenty North Wacker Drive
Chicago 6, Illinois

Dear Mr. Dawson:

Reference is made to your letter of July 22 addressed to Dr. Harry J. Skornia, who is out of the office until the end of the month.

I believe that the information contained in our educational TV Fact Sheets might be helpful to you in the study you are conducting. These Fact Sheets, of which I am enclosing a sample and an index, are published periodically on an irregular basis and are obtainable at a subscription rate of \$2.50 per year. This service was instituted in 1955 and complete sets of Fact Sheets issued in 1955 and 1956 are available at the regular subscription rate. Should you desire to subscribe to those being issued currently, we will send you those issued since January 1, 1957, and add your name to the mailing list to receive those issued during the balance of the year.

Sincerely,

Harold E. Hill
Associate Director

HEH/jrl

WILLIAM JAMES GIESE, PH. D., and Associates
TWENTY NORTH WACKER DRIVE • CHICAGO 6, ILLINOIS



INDUSTRIAL PSYCHOLOGISTS

July 22nd, 1957

RECEIVED
NAEB HEADQUARTERS
JUL 26 1957
100 7/18/91 10/11/91 11/12/91 12/13/91 1/14/92 2/15/92 3/16/92

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
114 Gregory Hall
Urbana, Illinois.

Dear Dr. Skornia:

I am conducting a study of methods of measuring or evaluating reaction to and results of television, radio, educational television and educational radio. I would greatly appreciate receiving information concerning studies of this type which you have done or are familiar with. Thank you very much.

Very truly yours,

Robert E. Dawson

Robert E. Dawson
Research Associate
WILLIAM JAMES GIESE AND ASSOCIATES.

REDD:hj

Fact Sheets Corresp

August 16, 1957

Dr. Kenneth Harwood, Chairman
Telecommunications
Station KUSC
University of Southern California
University Park
Los Angeles 7, California

Dear Ken:

Do you think you could get out Fact Sheet Review of this (Research Report #17) Michigan State study on Teaching Typewriting through Television?

I find you were the only member of the Research Committee I hadn't given any new study to, to brief, so hope my "system" works.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc

CC: L. E. Traywick

Enclosure: Above-mentioned study and letter from L. E. Traywick

May 27, 1957

from

NATIONAL HEADQUARTERS
14 Gregory Hall, Urbana, Illinois

Dear Mr. Allen:

The enclosed Fact Sheets were returned to me after having been sent to you in care of A-V Communications Review, University of Southern California, Department of Cinema, Los Angeles 7 California. I was given your 1355 Inoimess Drive by someone at the University.

Will you please give me your full and correct address so that you may continue to receive the NAEB-TV Research Fact Sheets?

Thank you.

Sincerely,

Judith B. Gans

(Mrs) Judith B. Gans

Secretary

Dr. H.
Mr. William Allen
1355 ~~Inoimess Drive~~ INVERNESS Dr.
Pasadena 3, California

Correct address. Thank you!
wta



AMERICAN INSTITUTE OF PHYSICS

57 East 55 Street, New York 22, N.Y. • Eldorado 5-5850

NEW ADDRESS AFTER JUNE 7, 1957
 335 EAST 45 STREET
 NEW YORK 17, N.Y.

RECEIVED
 NAEB HEADQUARTERS
 7/8/9, 10/11/12/13/14/15/16
 AUG 12 1957

August 2, 1957

Mrs. Margaret Enderby
 National Association of Educational Broadcasters
 14 Gregory Hall
 Urbana, Illinois

Dear Mr. Enderby:

Thank you very much for your prompt consideration on our request for the article "Concept of a TV Teaching Center."

We feel that the NAEB TV Research Fact Sheet Service would be useful to us in our study and are therefore enclosing \$2.50 for a year's subscription.

Very truly yours,

Grant O. Gale
 GRANT O. GALE
 Staff Consultant

GOG/c
 Enclosure

cc: K. Setze

*paid + sent
 8/17/57*



Fact Sheets

INDUSTRIAL PSYCHOLOGISTS

WILLIAM JAMES GIESE, PH. D., and Associates
TWENTY NORTH WACKER DRIVE • CHICAGO 6, ILLINOIS

*RECEIVED
NAEB HEADQUARTERS*

*Aug 5 1957
AM
7/8/9/10/11/12/1/2/3/4/5/6*

August 1st, 1957

Mr. Harold E. Hill, Associate Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois.

Dear Mr. Hill:

Thank you for your letter of July 23rd outlining the informational possibilities of your organization.

I am interested in the whole series of Fact Sheets.
Please send me the complete sets from 1955 to the present and bill me accordingly.

Very truly yours,

Robert E. Dawson

Robert E. Dawson
Research Associate
WILLIAM JAMES GIESE, PH.D. AND ASSOCIATES

RED:hj

OK

July Gene - all to ID List
Fact Sheets cont.
File

THE BOARD OF PUBLIC EDUCATION

DIVISION OF PURCHASING
 ADMINISTRATION BUILDING
 BELLEFIELD AVENUE AT FORBES ST.

Order No. 11058-0

Pittsburgh 13, Pa. July 30, 1957

Please furnish and deliver

(SUBJECT TO CONDITIONS BELOW)

The Board of Public Education
 TO Administration Bldg. Library

University of Illinois
 Business Office
 Urbana, Illinois

ADDRESS

See below

PITTSBURGH PA

VIA

CHECK	QUANTITY	UNIT	ARTICLES	PRICE
			<p>Furnish subscription for one year January 1, 1957 to December 31, 1957</p> <p>NAEB - TV RESEARCH FACT SHEET SERVICE</p> <p>Confirming invoice 7/31/57, 2.50*</p> <p>*Will be paid August 25</p> <p>Note: Invoice rendered to:</p> <p>Pittsburgh High Schools Board of Education Pittsburgh, Pa.</p>	2.50

MAIL SUBSCRIPTION TO:
 The Board of Public Education
 Administration Building Library
 160 Administration Bldg.
 Forbes & Bellefield Ave.
 Pittsburgh 13, Penna.

RECEIVED
 NAEB HEADQUARTERS

AUG 14 1957

AM
 7 8 9 10 11 12 1 2 3 4 5 6 PMYOUR BID OUR INQUIRY NO. *JK*

NOTE CAREFULLY CONDITIONS BEFORE ENTERING ORDER.

CONDITIONS

1. MAKE SEPARATE INVOICE FOR EACH ORDER.
2. ORDER NUMBER MUST APPEAR ON INVOICE AND PACKAGES.
3. MAIL INVOICES AND BILLS-LADING TO DIVISION OF PURCHASING.
4. MAIL MONTHLY STATEMENTS TO DIVISION OF PURCHASING.
5. DO NOT FILL THIS ORDER IN EXCESS OF THE PRICES SHOWN.
6. PREPAY ALL TRANSPORTATION CHARGES AND ATTACH RECEIPTS TO INVOICE.

THE BOARD OF PUBLIC EDUCATION

C. S. Melius
 PURCHASING AGENT

September 3, 1957

Mr. L. S. Lavandero
Program Manager
Station WIPR-TV
Department of Education
Hato Rey, Puerto Rico

Dear Mr. Lavandero:

I am enclosing the Fact Sheets you requested in your letter of August 22. You will note that most of them have staple punctures in the upper left-hand corner. I am sorry we could not send you ones that had not been stapled, but we are almost out of Series I, and in order to fill your order, we had to break a complete set.

I am sorry for the delay in answering your letter, and I hope the enclosed Fact Sheets suit your needs.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures: I, 5-7-10-31
V, 1

COMMONWEALTH OF PUERTO RICO
DEPARTMENT OF EDUCATION
HATO REY, PUERTO RICO

August 22, 1957

OFFICE OF THE
SECRETARY OF EDUCATION

National Association of Educational
Broadcasters (NAEB)
14 Gregory Hall
Urbana, Illinois

Dear Sirs:

Please send us the following pamphlets:

SERIES I:

No. 5 - Quartermaster Training Command Educational
Television Study.

No. 7 - Television in Army Training.

No. 10 - Television Versus Classroom for Learning
General Psychology.

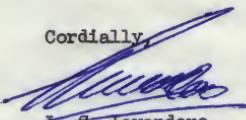
No. 31 - Teaching Algebra and Physics by Means of
Television.

SERIES V:

No. 1 - Broadcast Services of WOI-AM-FM-TV in a
Sample Week.

Thank you.

Cordially,


E. S. Lavandero
Program Manager
Station WIPR-TV

LSL:cmd

Fact Sheets
correct

September 10, 1957

Mr. Irving R. Merrill
Director of Television Research
Station WKAR-TV
Michigan State University
East Lansing, Michigan

Dear Irv:

Just called University Press. They're sending you review copy
of the opus you want.

Glad to see your interest in further data *per* Belson report.
We'll hold till next time on that.

Our best.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

September 9, 1957

Mr. Harry J. Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I will be glad to do the second round of fact sheet documents by September 23rd which I received in the mail this morning. I will be unable to get the Hurt Mind Study to you by that time. Allow me to explain.

The Hurt Mind is a study of the effects of a BBC educational TV series. The fact that they have been able to show in a scientific manner that learning did take place on the part of the general viewing audience as a result of a typical viewing situation is far more important than the percentages given in the summary section of the report you handed me. I have therefore written Mr. Belson for Part Two of the report which gives his methodology. It is this aspect of the Study which undoubtedly will be of greatest interest to research people and educators in this country. As soon as I receive the copy of Part Two you shall have the fact sheet.

Now you can help me. I urgently need a copy of "Measurement Of Meaning", the Osgood, Suci, and Tannebaum book published by the U. of I. Press. Since B. T. reviewed it because of the radio and TV experimental results included in the book, it seems to me that the fact sheet should have a report on it as well. I am volunteering for the job. Please forward reviewer's copy at once.

It so happens that I need a copy of this book as a reference in regard to my own Study of the Political Campaign on TV during 1956. If you cannot arrange for a reviewer's copy and the subsequent fact sheet report, then I beg you to buy me a copy obtaining the U. of I. faculty customary 30% discount. I promise by all that is holy to return the cost of the book to you by return mail. I could wait a week if you need to negotiate for the reviewer's copy. If this is absolutely out of the question, please purchase said copy as soon as may be convenient.

Sincerely,


Irving R. Merrill
Director of Television Research

IRM/cdm

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

*Fact Sheet
Correspondence*

TO: Keith Tyler
Ray Cheydleur
Irving Merrill.

FROM: H. J. Skornia

H J Skornia

Enclosed, for Fact Sheet from you Keith is:

AN EXPLORATORY STUDY OF VIEWERS AND
NON-VIEWERS OF EDUCATIONAL TELEVISION

by
J. Stacy Adams

Institute for Research in Social Science
The University of North Carolina
Chapel Hill, 1956

For you, Ray:

TEACHING BY TELEVISION: the story of a
demonstration in education (WQED) and

TELEVISION AS A MEANS OF MEETING COLLEGE
STAFF SHORTAGES AND UPGRADING GUIDANCE AND
COUNSELING SERVICES IN THE SCHOOLS

by
Walter M. Lifton
Associate Professor
College of Education
University of Illinois
Urbana, Illinois

Both are brief, and the first may not require a Fact Sheet. I'll
leave that to you.

For you, Irving:

AN ANALYSIS OF SOME DEMOGRAPHIC AND PSYCHOLOGICAL
CHARACTERISTICS OF AN EDUCATIONAL TELEVISION AUDIENCE

by
Richard I. Evans, Ph.D.
Associate Professor of Psychology
University of Houston
Houston, Texas

Prepared for distribution by the Educational Television
and Radio Center, Ann Arbor, Michigan

By way of explanation: I've sent Kenneth Harwood his second (as stated in my September 6 note) which was:

Macomber and Siegel, A Study in Large Group Teaching (reprint from the July 1957 Educational Record).

Therefore each of you has now received two, and Irving Merrill three, starting the third round for all. The order I promised to follow has been followed.

I hope not too many come in before I can find a student to help with them here. I'm trying, honestly. I'm also completely snowed under (like you all, no doubt). I'm still keeping a few to do myself.

Sincere thanks for whatever expediting you can give these, gentlemen. It won't be forever!

Best regards,

HJS/dfc
CC: Balance of Research Committee Members

Sept 13, 1957

Fact Sheets

September 19, 1957

Mrs. Ruth M. Funderburk
Serials Librarian
The Library
Los Angeles State College
855 North Vermont Avenue
Los Angeles 29, California

Dear Mrs. Funderburk:

Thank you for your letter of September 16.

Our Fact Sheets are available for \$2.50 per year. They are published at irregular intervals and if you subscribe now, you will receive all those which have been issued since January of this year. Your subscription will then run until January 1958.

You may also purchase back issues from 1955 and 1956. These also are priced at \$2.50 per year.

If you wish more information regarding our Fact Sheets, please let me know. For your convenience and interest I am enclosing a listing of our publications and recordings.

May we hear from you regarding our Fact Sheets?

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosure

The Library

LOS ANGELES STATE COLLEGE OF APPLIED ARTS AND SCIENCES

855 North Vermont Avenue • Los Angeles 29, California

RECEIVED
NAEB HEADQUARTERS

SEP 19 1957

AM PM
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September 16, 1957

National Association of Educational Broadcasters
114 Gregory Hall
Urbana, Illinois

Gentlemen:

Our library is very anxious to have copies of your publication, Fact Sheet Service Bulletins, Educational Television Research available for our students and faculty.

We would appreciate knowing the cost of a subscription to your publication. If it can be supplied without cost, we would appreciate your placing the name of this library on your mailing list to receive two copies of the current numbers as they appear. We would also be interested in knowing whether any back issues are available.

We shall be grateful for any help you can give us in this matter.

Very truly yours,

Ruth M. Funderburk
(Mrs.) Ruth M. Funderburk
Serials Librarian

RMF:ms

Fact Sheets

September 19, 1957

Mr. Robert Green, Principal
Duette Elementary School
Post Office Box 244
Ellenton, Florida

Dear Mr. Green:

Thank you for your inquiry of September 16 regarding the NAEB Fact Sheets.

Our Fact Sheet Service is an effort to digest and centralize available research, principally on the effectiveness of radio and television as directly instructional tools. It also includes research into techniques of presentation, production principles, and content and audience research. It is issued as a continuing series at irregular intervals and the subscription price is \$2.50 per year. If you subscribe now, you will receive all those issued since January, 1957 and your subscription will run out in January, 1958.

If you wish to subscribe, please let us know. You will also be interested to know that you can purchase back issues--dating back to 1955 and 1956--for the same price, \$2.50 per year.

I am enclosing a listing of our publications and recordings for your convenience and interest.

May we hear from you regarding our Fact Sheet service?

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosure

RECEIVED
NAEB HEADQUARTERS

SEP 18 1957

RW PB
7|8|9|10|11|12|1|2|3|4|5|6

Postoffice Box 244
Euston, Florida
Sept. 16, 1957

National Association
of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Sir:

Will you please send the writer a copy of your Fact Sheet
Service Bulletins on Educational Television Research. Thank
you very kindly.

Very truly yours,

Robert Green
Robert Green
Prin. Duette
Elem. School

Judy - for book

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Members, Research Committee, *Paula, Frances Jewell & H. E. Heil*
FROM: H. J. Skornia *H. J. Ak*
SUBJECT: Fact Sheets
DATE: September 6, 1957

At the time of the Research Committee meeting in Chicago, August 7 and 8 (or in some cases previously), the following individuals were given the following Research Documents or reports on which to do Fact Sheets. (Robert Coleman was given none because of the very heavy burden of reports, accounts, etc. he has as NAEB Treasurer, and his agreement to serve as a member of the Committee with that understanding).

Irving Merrill - BBC: Hurt Mind study.

Clarence Flick - CBC Reports.

Gale Adkins - Anne Durham Robinson's thesis.

Kenneth Harwood - The Thayer (Ohio State, Research Grant-in-Aid) Study.

Keith Tyler - The FAE (Glehn Burch) Study.

Raymond Cheydeleur - 2 ETRC studies (Fact Sheets on both already received).

Sam Becker - The Ed Browne Thesis (for evaluation and possible Fact Sheet report).

Kenneth Harwood also still has the New York University study for Fact Sheet.

Since various other reports have now been received, I am sending the following persons the following second reports on the same basis:

Gale Adkins - (Since he (you) did the preliminary study report): Fund for the Advancement - Purdue University Study.

Clarence Flick - The (Schramm Stanford) "Audience for ETV in the San Francisco Bay Area" (July 1957).

Irving Merrill - Thesis (20 pp., by Frances Jewell, 457 Norwood Ave., Buffalo): "The Training of Teachers to Teach on Television".

Sam Becker - "The WQED Audience" study, by Howard Rowland.

As others come in, I'll ship to Harwood, Tyler, and Cheydeleur, in that order.

I know it's a lot to ask, but to avoid strewing these out, it would certainly be nice to have these by about September 23, so we could get them run and list them in the October (convention issue) Newsletter, as the committee suggested. Otherwise they'll have to wait till the November issue, pretty late to help people who need them as soon as possible. I know we're all burning midnight oil, but there's very little value to these unless they are current.

We're seeking someone to carry on as Fact Sheet Editor here. So far have been unable to find anyone qualified. We'll keep trying. With all the reports that the next six months will bring, we can keep him very busy.

If any of the reports given you don't qualify as Fact Sheets, please let me know as soon as possible.

If I've made any errors in listings, please also let me know.

HJS/dc

Room 801 N.W.

450 East Huron
Chicago 11, Ill.

Dear Sir:

Please send me your

FACT SHEET SERVICE BULLETINS,
if this is a free periodical.

James W. Russell
(O.H.O.)

October 10, 1957

Mr. James W. Russell
Room 801
450 East Ohio Street
Chicago 11, Illinois

Dear Mr. Russell:

Thank you for your card regarding our ~~Fact Sheets~~. A subscription would cost you \$2.50 per year.

We regret that we must make a charge for such materials but as a membership-based organization, we find that we must try to recover part of the cost of preparing and issuing such reports. I am enclosing a list of the materials we have available for sale. If there is anything listed which you feel will be helpful, just fill out the order form and send it along with a check made out to the National Association of Educational Broadcasters. The materials will be mailed the same day the order is received.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosure

B-5
B-54

FactSheets Corresp.

Educational Television Research

Series _____

October 3, 1957

Can't use

TELEVISION AS A MEANS OF MEETING COLLEGE STAFF SHORTAGES AND UPGRADING GUIDANCE AND COUNSELING SERVICES IN THE SCHOOLS. Walter M. Lifton, Assoc. Prof., College of Education, Univ. of Illinois, mimeo, 10 pages.

"In the face of the growing tide of requests for counselors, counselor training institutions find themselves unable to either train an adequate number of new counselors or to travel about the country to assist schools in their efforts to develop or improve guidance services in their programs."

A proposal by Professor Lifton goes into considerable detail on one suggested method of meeting these problems.

The anticipated outcomes of the study include:

1. More effective use of teaching personnel to provide guidance services, especially in schools where no formal programs presently exist.
2. A better understanding on the part of students as to their own responsibilities in our society, and the way they can best select a career which provides satisfaction.
3. An increased understanding of the changing nature of the world of work by the public, with particular reference to parents. Associated with this should be a better knowledge of existing facilities for use in the selection of schools or work.
4. A better perception of the differences which exist in vocational planning for rural vs. urban populations.

The project plan and timetable is carefully laid out and no attempt is really made to condense all the material in this report, because of the thoroughness and detail into which the proposal discusses each phase of the project. FACTSHEET readers interested in administrative procedures of a project of this scope will find it useful to study the full report.

Managers will also appreciate the opportunity to study the details in this proposed budget of sixty telecasts, since few production costs are ever made available for comparative cost studies. For this three year project, the budget has been reduced in this brief report to the following seven basic items: TV Staff Salaries--\$42,350.00, Production Costs--\$24,000.00, Kinescope Recordings--\$30,000.00, Monitors for Schools--\$12,000.00, Guidance Staff--\$29,500.00, Research Staff--\$31,800.00, General Budget--\$32,400.00. Total: \$202,050.00

The study itself will be of particular interest to Counselor Trainers, TV Producer, and TV Managers.

Raymond D. Cheybleur
October 3, 1957

April 15, 1957

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Mr. Sulzer:

Thank you very much for your letter of April 11 regarding the NAEB Fact Sheet Service subscription. I have corrected my records as you requested in your letter. However, because mail, when addressed to a department rather than an individual, is often lost, our NAEB Fact Sheet Service will continue to be sent directly to Mr. Lynch as has been the case in our last few mailings.

As was mentioned in my first letter, the University of Illinois will soon be sending you a bill for \$2.50 for the 1957 service. This too, will probably come addressed to Mr. Lynch. I will, however, advise the University billing department to change their records accordingly.

I am sorry you have been bothered by all this detail, Mr. Sulzer, and I hope it will not occur again.

If you have any questions, please feel free to call on me.

Sincerely,

(Mrs.) Judith B Gans
Secretary

10/25/57

Will you please correct your mailing list for
your Educational Television Research - Fact
Sheet Service as follows:

FROM: E. J. Sabol (this name is to be deleted)

TO: Dr. Edwin P. Adkins TV
Director of Education
Albany State College for Teachers
Albany, New York

Check
made 10/28/57

Fact Sheets

October 24, 1957

Professor Francisco de Paula, Jor.
R. Visconde de Paranaiba, 685c 14 (Bras)
San Paulo - Capital - Brazil
SOUTH AMERICA

Dear Professor de Paula:

Thank you very much for your letter of September 20 regarding our NAEB TV Research Fact Sheets. These bulletins are issued at irregular intervals as a continuing series and are an effort to digest and centralize available research principally on the effectiveness of radio and television as instructional tools. The cost of these Fact Sheets of \$4.00 per year.

A Fact Sheet subscription runs from January of one year to January of the next year. Therefore, if you subscribe now, you will receive all those Fact Sheets which have been issued since January 1957 and your subscription will expire in January 1958. We also have available all the Fact Sheets printed in 1955 and 1956. If you desire to purchase these, the price is \$2.50 per year or a total of \$5.00 for both 1955 and 1956.

I am enclosing a sample Fact Sheet for your information and also a listing of all of our publications and recording which are available to you. If you wish to subscribe to the Fact Sheets or wish to purchase any of our materials, please let us know.

Thank you again for your interest.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures (2)

RECEIVED
NAEB HEADQUARTERS

OCT 24 1957

A.M.

P.M.

7|8|9|10|11|12|1|2|3|4|5|6

Sao Paulo, September 20, 1957

Educational Television Research Fact Sheet Service

National Association of Educational Broadcasters

14 Gregory Hall

Urbana, Illinois, USA

Gentlemen:

I am interested in knowing more
about your publication:

Educational Television Research Fact Sheet Service.

Please send detailed information.

Thanking you in advance, I remain,

Sincerely yours,
Francisco de Paula Júnior

PROF. FRANCISCO DE PAULA, JOR.

R. VISCONDE DE PARNAIBA, 685C. 14 (BRAS)

S. PAULO - CAPITAL - BRAZIL

October 31, 1957

Mrs. Mary E. K. Peerson
Office of the Superintendent
Carl Sandburg High School
133rd Street and LaGrange Road
Orland Park, Illinois

Dear Mrs. Peerson:

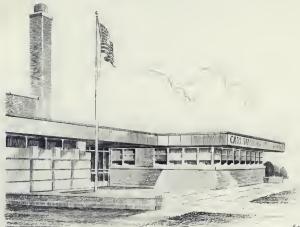
I am sorry to inform you that we do not have any Fact Sheets available concerning the planning of television programs in the music field.

However I am enclosing a list of the various publications we have for sale in the event that you might like to purchase some of them. We regret that we are unable to make these available at no charge, but as a membership-based organization, depending largely on member dues and fees for our financial support, we have found it necessary to make a nominal charge for all publications distributed to non-members.

Sincerely,

Judith Gans (Mrs.)
Secretary

Enclosure B-5



CARL SANDBURG HIGH SCHOOL

Consolidated High School DISTRICT NUMBER 230
133RD STREET AND LAGRANGE ROAD
ORLAND PARK, ILLINOIS
OFFICE OF SUPERINTENDENT, TEL: GIBSON 8-1520
GIBSON 8-1521

October 23, 1957

Educational Television Research
Fact Sheet Service
National Association of Ed. Broadcasters
14 Gregory Hall
Urbana, Illinois

Gentlemen:

Information is requested concerning the planning of a television program in the music field, preferably vocal at high school level.

If this is not available, I am interested in programs for teaching strings or piano via television.

Please bill to me at the above address if there is any charge for this information. Thank you very much.

Very truly yours,

Mary E. Peerson
(Mrs.) Mary E. K. Peerson

Sent B-51, B-5 and Series IV, No. 5 Fact Sheet
11/1/57 d/c

RECEIVED
NAEB HEADQUARTERS
AM DC, 31 1957
7/8/9/10/11/12/1/2/3/4/5/6
PA

124 Porter St.
Easton, Pa.
October 29, 1957

Education Television Research
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Gentlemen:

I am interested in obtaining copies of material which you may have to offer on the use of television in teaching. Do you have a reference and price list of such material which you might send me? I am enclosing a stamped, self-addressed envelope for your convenience in replying.

Very truly yours,

Mary W. Hilliard

Mary W. Hilliard

*Jack Sheet
correct*

October 15, 1957

Mr. William G. Carr
Executive Secretary
National Education Association
Washington, D. C.

Dear Mr. Carr:

Could you give us the address of Richard Krolik's office in New York, please? I'd like to put him on our mailing list to receive our TV Educational Research Fact Sheets, among other items we issue.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc

NEA Sets Up Radio-TV Branch in New York

The National Education Association in July set up a permanent TV-radio branch office in New York City as the first major move in expanding its public relations services to members. RICHARD KROLIK, recently with NBC's *WIDE, WIDE WORLD* and *TODAY*, and former director of TV activities for *Life* magazine, heads the new office.

Establishment of the TV-radio branch to maintain liaison with network officials and producers is a step in NEA's expanded service program adopted at the Centennial Convention in Philadelphia. More than 1,200,000 educators will give their active support to "quality programming in the public interest" on commercial TV and radio, predicts NEA Executive Secretary WILLIAM G. CARE.

The new TV-radio office will cooperate with producers in presenting aspects of education on their programs. Research facilities of NEA's Washington headquarters will be available for shows that will deal with schools, teachers, the needs of children and youth, and allied topics.

An example of the type of programming

that can stem from NEA cooperation with the networks is the "Back to School" salute to be aired on *MONITOR*, the morn-to-midnight NBC radio show, September 6-7-8. In the biggest sustained salute to America's 30 million school children ever to hit the air waves, the show will devote a solid weekend to "Back-to-School" news, interviews, features, and special events.

Note to AASA members: When you or your staff like what you see or hear over radio or television—particularly when you find such programs useful in regular classroom work or discussion—let your local station, the network, or the sponsor hear from you. You will get more station managers and more sponsors thinking seriously about top-quality public service programming.

Report of Studies In School Administration Mailed to AASA Members

A new book by HOLLIS A. MOORE, JR., entitled *Studies in School Administration*, has been published by the AASA Committee for the Advancement of School Administration. Its two purposes are, first, to summarize major accomplishments in the improvement of school administration which can be traced to the Cooperative Program in Educational Administration (CPEA); second, to bring into one volume an annotated bibliography of all important publications issued by regional CPEA centers or by other cooperating groups and institutions.

The 202-page book was mailed to AASA members in July. Copies were distributed also to colleges and universities offering programs in educational administration, as well as to many professors of education. Additional copies may be ordered from AASA (clothbound \$3.00, paper \$2.50).

Other Reports Recently Sent to AASA Members

Back to School, a "New from NEA" special bulletin of ideas to help you capitalize on your community's interest in back-to-school month. Adaptable for local use with newspapers, radio stations, and television outlets.

TV-Radiogram, to alert you to radio and television programs beginning September 1 that are of special interest to educators.

Both these reports were prepared and distributed by the NEA Division of Press and Radio Relations. They were mailed in August to AASA members to help them widen community interest in their schools.

Can't Keep It Down!



Price of an Educational Research Service subscription goes up to \$50.00 a year on September 1. The new rate applies to all subscriptions renewed or entered to become effective after August 31, 1957.

Please pass this information along to the persons in your office who issue purchase orders and checks.

California Administrators Do Intensive Summer Study

Teachers are not alone in pursuing summer courses and other activities to improve their competencies; school administrators also are concerned with their own improvement through inservice education. This is the opinion of C. C. TRILLINGHAM, AASA president-elect and superintendent of Los Angeles (Calif.) County schools, whose office sponsored a workshop in the Los Nietos School District, July 15-19, for more than 100 superintendents and principals in school districts of Los Angeles County. Joint sponsor was the Los Angeles County School Administrators and Supervisors Association.

Dean IRVING R. MELBO of the school of education, USC, spoke on "The Administrator's Responsibilities in Relation to the Instructional Program." Other topics included home-school relationships, supervision of instruction, effective curriculum practices, and staff relationships.

Later in the month, at Stanford University, over 100 school superintendents attended the first school administrators clinic in a series planned by the California Association of School Administrators and universities in the state. It was held July 29 to August 2, under the chairmanship of Professor WILLIAM R. ODELL of the Stanford School of Education. Instructional improvement, effective community procedures, planning school buildings, development of administrative personnel, and school staff and community morale were studied.



Be an Angel

and Remind Your School Architect. . . .
deadline for receiving entry blanks for regional school building architectural exhibits is SEPTEMBER 16.

(Rules and regulations along with entry blanks for all three AASA conventions were mailed to AASA members on August 15. Additional copies may be obtained from AASA headquarters upon request.)

Plans Shaping Up for Regional Drive-In Conferences at Spokane and Allentown

In the works are program plans designed to help community school administrators in two widely separated regions. These administrators will meet at Spokane, Washington, and Allentown, Pennsylvania, this fall in regional drive-in conferences sponsored by AASA, the NEA Department of Rural Education, and the Council of Chief State School Officers. Other professional organizations, agencies, and institutions in each region are cooperating.

Northwest Conference

In the Northwest Regional Drive-In Conference on Community School Administration, which will meet in Spokane, November 17, 18, and 19, superintendents from Idaho, Montana, Oregon, and Washington will be looking for hints and helps to make teaching better. CARL JENSEN, superintendent



CARL JENSEN

of Highline School District, Seattle, Washington, as general chairman of the conference, is shaping up the program details. He has this to say about the Spokane conference:

"Talk to almost any administrator in the Northwest region about his work, and nine times out of ten he will tell

you he believes that leadership in improving instruction is his most important responsibility. Yet despite this belief he is more likely than not to tell you that he is not meeting this responsibility nearly as well as he ought to meet it."

"Planning, constructing, and equipping school buildings, developing and administering the school budget, employing a school staff, keeping the public informed about what the schools are doing, and the hundred and one other jobs that must be done to set up the school organization and keep it under way, keep the superintendent's nose so close to the grindstone that he has little or no energy left to devote to the all-important job of instructional improvement."

"In this conference," Superintendent JENSEN says, "we are trying to learn how to get out of this dilemma."

C. C. TRILLINGHAM, AASA president-elect, fresh from two years' experience as chairman of the AASA commission for the 1957 yearbook, *The Superintendent as Instructional Leader*, will keynote the conference. Dean ZENO B. KATTERLE's general ses-

school Administrators" will be another highlight.

In smaller discussion group meetings and through special reports of actual experience, these school administrators will get down to such practical problems as taking stock of actual educational needs, developing community readiness for improving instruction, using research findings to make teaching better, the job of the principal as an instructional leader, and effective staff communication.

Conference at Allentown

There is another brand new drive-in conference in the making. Superintendents from Pennsylvania, Ohio, and New York will meet, November 14, 15, and 16, at Allentown, Pennsylvania, in the first drive-in conference in this middle-states region.

Now that this conference is a reality, or almost a reality, it must have a name, and what to name it has become a perplexing problem. There has been no lack of suggestions. Seems like everybody wants to help. Just to mention a few of the helpful hints—the Lake Erie Conference, since all three states border on Lake Erie; the Middle States Conference, since these three states are midway between something or other; the Tri-State Conference, mainly because that was an easy name to think up; and the PONY Conference, which is one of the first place of the alphabetic discoveries, so commonplace in recent years, we have seen that makes sense.

Anyway, there is a new drive-in conference coming soon with a bang-up program under the leadership of Superintendent JOHN S. CARTWRIGHT of Allentown, Pennsylvania, chairman; JOHN H. MOEHLER, superintendent of Onteora Central School, Boiceville, New York; and W. E. WEAGLY,

Will You Help AASA Grow?

NEW MEMBERS who join NOW for 1958 will be placed on our mailing list for all publications for the balance of 1957 and receive a paid-up membership for 1958 besides receiving one yearbook, of their choice, free as a special bonus.

Why not invite a nonmember to join AASA now?

county superintendent of schools, Sandusky, Ohio. Attention will be focused on such problems as school building needs, school legislation, personnel practices, and school public relations.



JOHN CARTWRIGHT

Among the highlights of this conference will be general session addresses by Professor NORTON BEACH, of Teachers College, Columbia University; LEWIS HARRIS, executive secretary of the Ohio School Boards Association; R. MERLE EYMAN, assistant state superintendent, Columbus, Ohio; and Mayor DONALD V. HOCK of Allentown.

In a series of special reports, superintendents in this region will share their actual experiences with movable school buildings, financing building programs through state authority, buildings without corridors, municipal annexation for school government purposes, recruitment practices, and orientation programs for new teachers.

THE SCHOOL ADMINISTRATOR

Vol. 15, No. 1, September 1957

American Association of School Administrators, NEA
1201 16th St., N.W., Washington 6, D. C.

Non-profit Organization

U. S. POSTAGE

P A I D

Washington, D. C.
Permit No. 5914

HARRY J. SKORNIA, EXEC. DIR.
NATL ASSN OF EDUC BROADCASTERS
14 GREGORY HALL. UNIV OF ILL
URBANA ILL S-1956

A copy of this sent to the following ^{Fact Sheets} persons marked & Lawrence Myers on October 29, 1957. dpc

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

Roger L. Walters, Idaho State College

TO: Robert N. Dick, University of Wisconsin, Radio and Television
Lewis A. Rhodes, KUON-TV, University of Nebraska
Sue Bower, Indiana University, Radio and Television Librarian
Leonard S. Stein, University of Chicago, Home-Study Department
Edward Wegener, Alabama Polytechnic Institute, Educational TV
Margaret L. Beck, Television Coordinator, State Teachers College, Indiana, Pa.
Edwin Lombard, Fresno State College, Director of TV Broadcasting

Dear Sirs and Ma'am:

Your letters arrived yesterday requesting copies of the Sawyer-Woodliff Study. Unfortunately Syracuse sent us only eleven copies of this study, and we already have had many more requests than this.

A digest of this will be carried, of course, in our Fact Sheets. Meanwhile, I'm sending a copy of this letter to Lawrence Myers, of Syracuse, to ascertain the availability of additional copies.

I'm sorry for the delay, and hope that we shall soon be able, in one way or another to get you copies of this fine Study.

Sincerely,


Harry J. Skornia
Executive Director

HJS:jg

CC: Lawrence Myers, Syracuse University
October 29, 1957



FROM THE CAMPUS TO THE STATE

RECEIVED
NAEB HEADQUARTERS

ARIZONA STATE COLLEGE

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TEMPE

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October 21, 1957

National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Gentlemen:

Would you kindly send us a copy of the final report on
the research data concerning administrative policy and pro-
duction procedure of formal courses of instruction by television.

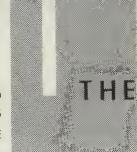
Thank you.

Sincerely,

Richard H. Bell

Richard H. Bell
Director

RHB/bb



OFFICE OF EDITORIAL AND
COMMUNICATIONS SERVICES
1327 UNIVERSITY AVENUE
MADISON 6, WISCONSIN

THE UNIVERSITY OF WISCONSIN
University Extension Division
NAEB HEAD

U.S. 241.

四

7|8|9|10|11|12|1|2|3

October 22, 1957

National Association of Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Gentlemen:

As a contributor to the study concerning administrative policy and production procedure of formal courses of instruction by television conducted by James W. Sawyer and Charles M. Woodliff at Syracuse University, we have been advised that copies of the report are now available from your office.

We would appreciate your sending us a copy.

Cordially,

EDITORIAL AND COMMUNICATIONS SERVICES

Robert N. Dick, Coordinator
Radio and Television

RND:cg



RECEIVED
NAEB HEADQUARTERS

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P+

UNIVERSITY OF NEBRASKA TELEVISION

Lincoln 8, Nebraska

October 21, 1957

NAEB Headquarters
19 Gregory Hall
Urbana, Illinois

Dear Sirs:

I would appreciate it if you would send me a copy of the research report concerning administrative policy and production procedure of formal courses of instruction on television recently prepared at Syracuse University by James Sawyer and Charles Woodliff.

Thank you.

Sincerely,

Lewis A. Rhodes
Producer for In-School Television

L:b

television with a purpose

INDIANA UNIVERSITY
BLOOMINGTON, INDIANA

RECEIVED
NAEB HERB

RADIO AND TELEVISION SERVICE

OCT 24 1957

R.M. P.B.
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October 23, 1957

N.A.E.B. Headquarters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Gentlemen:

We have received a notice from Mr. James W. Sawyer of Syracuse University to the effect that the research data which was compiled concerning administrative policy and production procedure of formal courses of instruction by television is now complete. We would like very much to obtain a copy of this report. Thank you very much for your consideration.

Sincerely,

Sue Bower

Sue Bower
Radio & Television Librarian

SB/pjl

THE UNIVERSITY OF CHICAGO

CHICAGO 37 · ILLINOIS

THE HOME-STUDY DEPARTMENT

October 24, 1957

National Association
of Educational Broadcasters
Gregory Hall
The University of Illinois
Urbana, Illinois

RECEIVED
NAB HEADQUARTERS

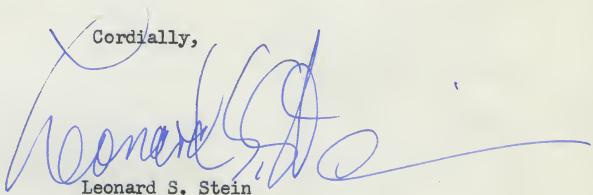
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10/24/57
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10/24/57

Gentlemen:

Would you be good enough to send me a copy of the report by Mr. James W. Sawyer and Mr. Charles M. Woodliff--the report to which reference is made on the enclosed post-card.

Thank you for your courtesy.

Cordially,


Leonard S. Stein
Director

- LSS/ah



THIS SIDE OF CARD IS FOR ADDRESS

Mr Leonard S. Stein
Home-Study Department
University of Chicago
1375 East 60th Street
Chicago 37, Illinois

OCT 21 1957

The research data which we have been compiling concerning administrative policy and production procedure of formal courses of instruction by television is now complete. The final report has been sent to the National Association of Educational Broadcasters and copies may be obtained from that office.

Thank you very much for your assistance, it was greatly appreciated.

Sincerely,

James W. Sawyer
Charles M. Woodliff
Syracuse University

Judey G

Alabama Polytechnic Institute
Auburn, Alabama
Educational Television
October 23, 1957

RECEIVED
NAB HEADQUARTERS

Oct 27 1957

62
7|8|9|10|11|12|1|2|3|4|5|6
P B

Mrs. Winifred Coatney
National Association of Educational Broadcasters
1½ Gregory Hall
Urbana, Illinois

Dear Mrs. Coatney:

Please send me if available at this time the report prepared by Mr. James W. Sawyer and Mr. Charles M. Woodliff of Syracuse on "Administrative policy and production procedure of formal courses of instruction by television.

Thank you very much.

Yours sincerely,

Edward Wegener

Edward Wegener
Director
Educational Television

EW: dag

OCT. 25 1957

State Teachers College,
Indiana, Pa.

October 22, 1957



National Association of Educational
Broadcasters
American Council on Education
1785 Massachusetts Avenue, N. W.
Washington 6, D. C.

Gentlemen:

Would you please send me a copy of the research data concerning administrative policy and production procedure of formal courses of instruction by television. It was compiled by James W. Sawyer and Charles M. Woodliff.

It will be greatly appreciated.

Sincerely,

A handwritten signature in blue ink that reads "Margaret L. Beck".

Margaret L. Beck
Television Coordinator

MLB/jk

FRESNO STATE COLLEGE

FRESNO 4, CALIFORNIA

October 24, 1957

RECEIVED
NAEB HEADQUARTERS
AM OCT 29 1957
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National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Sir:

Dr. Dallas A Tueller, Dean of the College, is interested in seeing that a copy, of the Syracuse University report on administrative policy and production procedure of formal courses of instruction by television, is placed in our library. Would you kindly tell me the cost of this publication. I would also like to have a copy for my files.

Sincerely,

Edwin Lombard
Edwin Lombard
Director of TV Broadcasting

IDAHO STATE COLLEGE

POCATELLO, IDAHO

October 29, 1957

RECEIVED
RAEB HEADQUARTERS

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RECEIVED
RAEB HEADQUARTERS

NOV 1 1957

1/8/9/10/11/12/1/2/3/4/5/6

National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Gentlemen:

We understand from Syracuse University reports that the final report concerning administrative policy and production procedure of formal courses of instruction by television has been completely compiled. We also understand that we might obtain a copy of it from your office.

Would you please send us one copy of this report to:

Roger L. Walters
Co-ordinator of Educational TV
Idaho State College
Pocatello, Idaho

Thank you very much and please inform us accordingly if there is any charge.

Sincerely,

LaNae Hill

LaNae Hill
Secretary of Radio-TV

lh

fact sheet
corresp.

November 18, 1957

Dr. John B. Hawley
Associate Professor
Sociology and Education
Chico State College
Chico, California

Dear Dr. Hawley:

Would you be interested in our Fact Sheets? A sample is attached. I'm sorry we must make a charge of \$7.50 for all back issues, and any yet to come in 1957. This will give you the results of the experience of most others in this area.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw

RECEIVED
NAEB HEADQUARTERS

NOV 15 1957

A.M. 7 8 9 10 11 12 1
P.M. 1 2 3 4 5 6

Chico State College
Chico, California
November 12, 1957

Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

The California State Department of Education has authorized the Television Committee of Chico State College to conduct an experiment in the teaching of an undergraduate credit course by commercial television facilities. In our experiment we hope to compare both the educational results and the costs involved of both television methods and traditional classroom methods. We have chosen the required general education psychology course, so we will have a considerable number of students available for the experiment. Our present schedule calls for planning the experiment during the fall 1957 semester, conducting the experiment during the spring 1958 semester, and preparing the report of the experiment during the summer and fall of 1958.

We would greatly appreciate any material that might be helpful to us. We would also appreciate any leads you could give us. Material that would offer help in the planning of the experiment would be especially appreciated. Although we will be using commercial facilities, research in the use of closed circuit television should be pertinent to our experiment.

As committee member in charge of planning the experiment, I would appreciate any assistance that you and the National Association of Educational Broadcasters can give us.

Sincerely yours,

John B. Hawley

John B. Hawley, Ph. D.
Associate Professor
Sociology and Education

CRH

NAEB

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

April 8, 1957

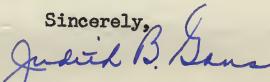
Mr. James Lynch
Program Supervisor
Radio Station WFIU
Indiana University
Bloomington, Indiana

Dear Mr. Lynch:

In bringing our billing records up-to-date, we note that we have no record of your having been billed for the NAEB-TV Research Fact Sheets for 1957. The University of Illinois will therefore send you such a bill shortly. If you do not want to continue receiving our Fact Sheets, please let me know by returning the enclosed postcard.

Please feel free to write me if you have any questions regarding your subscription to the Fact Sheet Service.

Sincerely,



(Mrs.) Judith B. Gans
Secretary

Enclosure

NOTE: This subscription was originally made in the name of Elmer Sulzer. However, on March 18, I received notice to delete Mr. Sulzer's name and to add yours. I assume therefore, that you are now receiving the Fact Sheets. If this is not the case, we would appreciate your letting us know.

We find no record of Mr. Sulzer's having paid for 1957.

UNIVERSITY OF UTAH

SALT LAKE CITY

THE EXTENSION DIVISION
UNIVERSITY RADIO-TELEVISION

July 22, 1957

Mrs. Judith B. Gans
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Mrs. Gans:

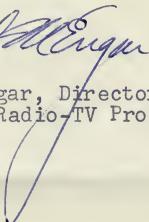
My correct mailing address for the TV Research
Fact Sheet is: Dr. Keith M. Engar, Director
Radio Television Productions
114 Kingsbury Hall
University of Utah
Salt Lake City, Utah

Please discontinue sending the Fact Sheet to the
Paris address.

Sincerely,


Keith M. Engar, Director
University Radio-TV Productions

KME:dc



Dear Mr. Bell:

In reply to your letter of July 29, I am enclosing the NAEB TV Fact Sheets you asked for. So that you can be sure your Fact Sheet files are complete, I have listed below the last Fact Sheet issued in each series:

<u>Series</u>	<u>Fact Sheet No.</u>
I	33
II	13
III	7
IV	11
V (one only)	1
VI	7

Sincerely,

(Mrs.) Judith Gans
Secretary

July 31, 1957



ARIZONA STATE COLLEGE
TEMPE

FROM THE CAMPUS TO THE STATE

July 29, 1957

NAEB Headquarters
Educational TV Research Dept.
14 Gregory Hall
Urbana, Illinois

Gentlemen:

Some time ago we received from your organization the list of the "Fact Sheets" that the NAEB had distributed during the preceding year.

In checking our files, we discover that some of our "Fact Sheets" have not been filed properly, and hence, have disappeared. We are wondering if it would be possible for you to send us copies of the following:

SERIES I:

16. Reprint of a review of The American Psychologist as distributed with the NAEB Newsletter of December, 1955.
17. INCREASED PRODUCTIVITY MADE POSSIBLE BY TELEVISION IN EXTENSION WORK
18. Penn State TV Research Project (1955).
19. LEARNING AND ATTITUDE CHANGES RESULTING FROM VIEWING A TELEVISION SERIES, 'BON VOYAGE'.
20. TELEVISION AS A TRAINING AND EDUCATIONAL MEDIUM

SERIES II

6. Reprint from NAEB Newsletter of February, 1956: BBC Further Education Experiment.

7. FACTORS LEADING TO EFFECTIVE TELEVISION INSTRUCTION.
8. PROCEDURES FOR IMPROVING TELEVISION INSTRUCTION.

SERIES IV

10. BENCHMARK TELEVISION - RADIO STUDY, Part I: LANSING

SERIES VI:

5. THE TELEVISION RADIO AUDIENCE AND RELIGION.

Page two
NAEB Headquarters

We would certainly appreciate receiving copies of this material in order to bring our files up to date.

Sincerely,

Richard H. Bell

Richard H. Bell
Director

RHB:is

November 20, 1957

Mr. James W. Assad
525 Water Street
Brownsville,
Pa.

Dear Mr. Assad:

Thank you very much for your letter of October 9. I am enclosing a television Fact Sheet Index and believe you will find it helpful in obtaining material concerning the topic you mentioned in your letter.

Our Fact Sheets are available at ten cents per copy, or we can give you a complete set for \$7.50 (@ \$2.50 per year, the complete set covers 1955, 1956 and 1957). As of January, 1958, the NAEB Fact Sheets will be incorporated into the NAEB Journal and will be available via subscription at \$4.00 per year.

If you desire any Fact Sheets now, please let us know. Be sure to include the Series number AND Item number.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures: Index
(5) Fact Sheet Samples

Brownsville, Pennsylvania
October 9, 1957

RECEIVED
NAEB HEADQUARTERS

NOV 19 1957

National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

7 8 9 10 11 12 13 14 15 16
P.M.

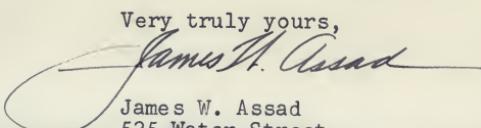
Gentlemen:

I am a member of a committee of the Graduate Department of the College of Education of West Virginia University. The express purpose of this group is to assimilate and evaluate information concerning the "Dispensing of Educational and Occupational Information Through Television."

In the process of gathering this information, you were mentioned as an invaluable source. If you would forward me any and all available data, it would be of tremendous value in this research.

I would like to thank you in advance for any attention you may give the above mentioned request.

Very truly yours,


James W. Assad
525 Water Street
Brownsville, Pa.

*Tele
Fact Sheets*

November 14, 1957

Miss Louise C. Erana
5006 Wickett Terrace
Bethesda, Maryland

Dear Miss Erana:

In answer to your letter of November 3 I am enclosing a complete set of Fact Sheet Series I which deals primarily with television as a teaching tool, and also a Fact Sheet index.

When you look through the Index, you will note that there are other Fact Sheets in different series which touch on television in classrooms and so forth. If you desire a copy of any of these, please let me know by giving me the Series number and copy number. The price is ten cents per copy.

For the enclosed set, we did not charge you the usual rate, but will instead expect your remittance of \$2.50 (a savings of eighty cents). This discount is due to the fact that we hope to incorporate the Fact Sheets into the NAEB Journal in the near future and will therefore not wish to keep too plentiful a supply of the mimeographed Fact Sheets on hand. If you wish to send your remittance by check, please make it out to the NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS.

I have forwarded your letter on to another department where I am sure your request for a copy of the January AERT Journal will be taken care of immediately. If I can be of further service to you, please let me know.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures (2)
blcc: F. Hartz
H. Hill (FYI)

1806. 11. 1. 1871.

Mr. W. H. Brewster
100 Brattle St.
Boston, Mass.

National Association for the Protection
of Birds, etc.

~~1806. 11. 1. 1871.~~

Dear Sir

Two of your publications which I have
recommended for reading material for
paper. The first is at Harvard University,
I would appreciate your sending
the first volume of the *Journal* covering
the year 1870.

The second is in the year 1871, which
is the first volume of the *Journal* of
the National Association for the Protection
of Birds, etc.

I will gladly pay any postage
incurred, and will be grateful for
any information you can give me.

Yours very truly,
Loring C. Crapo

RECEIVED
NAEB HEADQUARTERS

Just
sheets

NOV 15 1957

A.M. P.M.
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339 Main Hall
Vassar College
Poughkeepsie, New York
November 13, 1957

National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Gentlemen:

Please send me the following of your Educational Television Research Bulletins:

Series I: Numbers 3, 16, 21, 22, 23, 24, 25, 27, 28, 29,
31, and 32

Series II: Numbers 7 and 8.

Series III: Numbers 2 and 4.

Series IV: Number 5(a)

I am enclosing a check to cover the cost of these publications.

Thank you for sending me the index for the bulletins.

Yours truly,

Joan Masin

Joan Masin

*sent
also # this
to cover all
series
sent checks for
5.15
should have
been 4.75*

*Joey
Sheets*

November 15, 1957

Miss Helen Lochrie
TV Coordinator
Board of Education,
Memphis City Schools
317 Poplar Avenue
Memphis 3, Tennessee

Dear Miss Lochrie:

Thank you for your letter of November 8. I don't believe we have any material dealing specifically with the types of television sets used in classrooms. However, I am enclosing an Index of our NAEB Research FACT SHEET Bulletins and also a list of our materials which are available. Perhaps you will find something listed in one of these pamphlets which will be of help to you.

Our Fact Sheets sell for ten cents each or \$2.50 per year with the subscription running from January to January. The prices for our other various materials are listed along with a general description of the article.

Please let us know if we may help you. I'm sorry we couldn't do more for you at this time.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures (2)

WALTER P. ARMSTRONG, JR., PRESIDENT
JULIAN B. BONDURANT, VICE PRESIDENT
MRS. LAWRENCE COE
MRS. ARTHUR N. SESSEL, JR.
JNO T. SHEA
O. H. JONES, SECRETARY

BOARD OF EDUCATION
OF THE
MEMPHIS CITY SCHOOLS
317 POPLAR AVENUE
MEMPHIS 3, TENNESSEE

E. C. STIMBERT, SUPERINTENDENT
MORGAN CHRISTIAN, ASST. SUPT.,
INSTRUCTION
FELIX E. OSWALT, ASST. SUPT.,
PLANT MANAGEMENT
HARRY B. SHARP, ASST. SUPT.,
GUIDANCE AND ATTENDANCE
JOHN P. FREEMAN, DEP. ASST. SUPT.,
BUSINESS AFFAIRS

November 8, 1957

RECEIVED
NAB HEADQUARTERS
4-12-1957
7-6-1957

Mr. Harold E. Hill
Associate Director
N.A.E.B.
14 Gregory Hall
Urbana, Illinois

Dear Mr. Hill:

At Keith Neighbert's suggestion I am writing to ask you for any information you may have as a result of the search on types of television sets most desirable for classroom use.

Thank you for any assistance you may give us.

Sincerely yours,

Helen Lochrie
Helen Lochrie
TV Coordinator

HL/jm

November 29, 1957

Mr. Carl B. Snow, Director
Audio-Visual Center
Western Michigan College
Kalamazoo, Michigan

Dear Mr. Snow:

Enclosed is a sample of our NAEB TV Research Fact Sheets and an Index. Fact Sheets are priced at 10¢ each or \$2.50 for all those issued during the year. We can supply you with back issues for the years 1955, 1956 and, of course, 1957. As of January, 1958 the Fact Sheets will be incorporated into the NAEB Journal, and will no longer be mimeographed. The subscription price at that time will be \$4.00 per year.

The Fact Sheets are an effort to digest and centralize available research principally on the effectiveness of radio and television as instructional tools. The Sheets are issued as a continuing series at irregular intervals.

If you desire more information, please let us know.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures

RECEIVED
WEB HEADS-KW-205

WESTERN MICHIGAN COLLEGE

KALAMAZOO, MICHIGAN

November 22, 1957

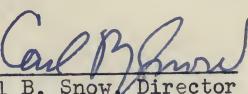
National Association of Educational Broadcasters
Urbana,
Illinois

Dear Sirs:

Will you please send us a copy of Educational Television Research. Fact Sheet Service.

Thank you.

Sincerely,


Carl B. Snow, Director
Audio-Visual Center

CBS/hb

November 29, 1957

Mr. Forrest N. Morgan, Jr.
315 Broadway
Methuen
Massachusetts

Dear Mr. Morgan:

Thank you for your letter of November 2. I am very sorry for the delay in answering it, but because you sent it to New York there was a delay in its reaching us.

I have enclosed a sample of our NAEB TV Research Fact Sheets and also an Index. Our Fact Sheets are priced at 10¢ each or \$2.50 for all those issued during a year. We can supply you with back issues for the years 1955, 1956 and, of course, 1957. A complete set costs therefore, \$7.50. As of January, 1958 the Fact Sheets will be incorporated into the NAEB Journal, and will no longer be mimeographed. The subscription price at that time will be \$4.00 per year.

The Fact Sheets are an effort to digest and centralize available research principally on the effectiveness of radio and television as instructional tools. The Sheets are issued as a continuing series and at irregular intervals.

If you desire more information, please let us know.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures

RECEIVED
NAEB HEADQUARTERS

Nov. 2 2 1957

P 6

7|8|9|10|11|12|1|2|3|4|5|6

315 Broadway
Methuen, Massachusetts
November 2, 1957

National Association of Educational Broadcasters
2500 Municipal Building
New York 7, N. Y.

Dear Sirs:

A student in the Department of Social Sciences at Boston College Graduate School, Chestnut Hill, Massachusetts, I am doing research in the development of Educational Television. The research paper, in connection with a course in Educational Sociology, seeks to not only uncover the factors leading to the use of television as an educational tool, but to point up positive and negative reactions and effectiveness of the medium to date.

Any assistance your committee might be able to give me by way of promotional materials and sources for further study would be most appreciated.

Very truly yours,

Forrest N. Morgan, Jr.
Forrest N. Morgan, Jr.

December 5, 1957

Mr. E. Kurt Finck
250 South Sierra Bonita Avenue
Pasadena, California

Dear Mr. Finck:

Enclosed is a sample of our NAEB TV Research Fact Sheets and an Index. Fact Sheets are priced at 10¢ each or \$2.550 for all those issued during the year. All though our supply is low, I believe we can furnish you with the back issues for the years 1955 and 1956 (and of course, this year). As of January, 1958 the Fact Sheets will be incorporated into the NAEB Journal and will no longer be mimeographed. The subscription price at this time will be \$4.00 per year.

The Fact Sheets are an effort to digest and centralize available research principally on the effectiveness of radio and television as instructional tools. The Sheets are issued as a continuing series at irregular intervals.

If you desire more information, please let us know.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

P. S. I am also enclosing a listing of our materials which are available. Perhaps you will find something of interest listed.

Enclosures (5)

RECEIVED
NAEB HEADQUARTERS

DEC 3 1957

AM

7|8|9|10|11|12|1|2|3|4|5|6 PM

December 1, 1957

Education Television Research
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Sir:

I am preparing a master's project for University of Southern California Graduate School on Closed Circuit T.V. for a community in Southern California.

My intentions are to give a convincing introduction of Television as a potent tool to learning as well as an inevitable factor in shaping our world of tomorrow. I then want to support this introduction with a thorough presentation of research findings in this area. The bulk of the project will include specific detailed working plans for inaugurating a program with somewhat small beginnings to the growing possibility of a cultural-educational television station.

I would appreciate your sending any information in Education Television Research that would be available to assist me in my endeavor.

Sincerely,
E. Kurt Finck

E. Kurt Finck
250 So. Sierra Bonita Ave.
Pasadena, Calif.

December 2, 1957

Mr. T. Kenny
Landseas-Eastern Company, Ltd.
33, Hahashmal Street
P. O. B. 2554
Tel Aviv, ISRAEL

Dear Mr. Kenny:

Thank you for your letter of November 25 regarding our NAEB TV Research Fact Sheets.

I assume by your request for "12 copies" that you were under the impression that we issued a Fact Sheet each month and therefore desire copies covering one complete year.

Our Fact Sheets, which are an effort to digest and centralize available research principally on the effectiveness of radio and television as instructional tools, are issued as a continuing series and at irregular intervals. Some times as many as thirty Fact Sheets are issued during the year. I have enclosed a sample Fact Sheet and also an Index.

The Fact Sheets are priced at 16¢ each or \$2.50 for all those issued during the year. We can supply you with back issues for the years 1955, 1956, and 1957. As of January, 1958 the Fact Sheets will be incorporated into the NAEB Journal and will not longer be mimeographed. The subscription price at that time will be \$4.00 per year.

If I have mistaken your request and you actually do desire any twelve copies of our bulletin, please let me know and I will be most happy to send them to you. May I suggest, however, that if this is the case you may prefer to select specific Fact Sheets from the titles given in the Index?

Sincerely,

(Mrs.) Judith B. Gass
Secretary

P. S. I am also enclosing a list of our materials which we have available. Perhaps you will see something of interest listed.

Enclosures (5) Index, B-5, F.S. Samples

LANDSEAS-EASTERN

COMPANY, LTD.



33, HAHASHMAL STREET - P.O.B. 2554 - TEL AVIV, ISRAEL - PHONE 66890 - CABLES, EASTLAND

LE/307-5175

November 25, 1957

RECEIVED
HEADQUARTERS
NOV 2 1957
700 AMERICA
PA

Messrs.
Education Television Research,
National Association of Educational Broadcasters,
14 Gregory Hall,
URBANA, ILL.

Gentlemen,

We will appreciate very much if you could send us, at your earliest convenience, 12 copies of the following report:-

Fact Sheet Service Bulletins.

Many thanks in advance for your kind assistance.

Sincerely yours,
LANDSEAS-EASTERN COMPANY LTD.

T. Kenny

November 29, 1957

Miss Ruth Zachary
Specialist in Curriculum Education
Department of Education
School Administration Building
Three east 25th Street
Baltimore 18, Maryland

Dear Miss Zachary:

I have enclosed NAEB TV Research Fact Sheets dating back to 1955. I believe you will find these very helpful in your work. If you are interested, in January 1958 the NAEB Fact Sheets will no longer be mimeographed--instead, they will be incorporated into the NAEB Journal and will be available via subscription at \$4.00 per year.

The Fact Sheets are an effort to digest and centralize available research principally on the effectiveness of radio and television as instructional tools. They are issued as a continuing series at irregular intervals.

I am sorry that we have to charge you for these Fact Sheets. However as a membership-based organization, we find that we must try to recover part of the cost of preparing and issuing such reports. You will therefore be billed by the University of Illinois for \$7.50.

I am also enclosing for your benefit, a list of our materials which are available. If we can do anything else for you, please let us know.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures



RECEIVED
MAB HEAD

DEPARTMENT OF EDUCATION

SCHOOL ADMINISTRATION BUILDING

DIVISION OF
ELEMENTARY EDUCATION

THREE EAST TWENTY FIFTH STREET
BALTIMORE 18, MARYLAND

November 27, 1957

National Association of Educational Broadcasters
Department of Educational Television Research
14 Gregory Hall
Urbana, Illinois

Dear Sirs:

I am preparing, at the present time, an evaluation of the effectiveness of television in the learning situation. To make this as broad and comprehensive a study as possible, it would be valuable to obtain any materials related to the actual measurements and statistics that have been compiled as the results of experiments along with the interpretation of the experimenter.

Please reply at your earliest convenience as this material must be compiled and analyzed before Christmas. If there is a charge for these materials, please bill me at the above address.

Hoping to hear from you soon.

Sincerely yours,

Ruth Zachary

Ruth Zachary
Specialist in Curriculum Education

MMW

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Members, Research Committee

FROM: H. J. Skornia *H. J. Skornia*

SUBJECT: Fact Sheets

DATE: September 6, 1957

file

At the time of the Research Committee meeting in Chicago, August 7 and 8 (or in some cases previously), the following individuals were given the following Research Documents or reports on which to do Fact Sheets. (Robert Coleman was given none because of the very heavy burden of reports, accounts, etc. he has as NAEB Treasurer, and his agreement to serve as a member of the Committee with that understanding).

Irving Merrill - BBC: Hurt Mind study.

Clarence Flick - CBC Reports.

Gale Adkins - Anne Durham Robinson's thesis.

Kenneth Harwood - The Thayer (Ohio State, Research Grant-in-Aid) Study.

Keith Tyler - The FAE (Gleam Burch) Study.

Raymond Cheydeleur - 2 ETRC studies (Fact Sheets on both already received).

Sam Becker - The Ed Browne Thesis (for evaluation and possible Fact Sheet report).

Kenneth Harwood also still has the New York University study for Fact Sheet.

Since various other reports have now been received, I am sending the following persons the following second reports on the same basis:

Gale Adkins - (Since he (you) did the preliminary study report): Fund for the Advancement - Purdue University Study.

Clarence Flick - The (Schramm Stanford) "Audience for ETV in the San Francisco Bay Area" (July 1957).

Irving Merrill - Thesis (20 pp., by Frances Jewell, 457 Norwood Ave., Buffalo): "The Training of Teachers to Teach on Television".

Sam Becker - "The WQED Audience" study, by Howard Rowland.

As others come in, I'll ship to Harwood, Tyler, and Cheydeleur, in that order.

I know it's a lot to ask, but to avoid strewing these out, it would certainly be nice to have these by about September 23, so we could get them run and list them in the October (convention issue) Newsletter, as the committee suggested. Otherwise they'll have to wait till the November issue, pretty late to help people who need them as soon as possible. I know we're all burning midnight oil, but there's very little value to these unless they are current.

We're seeking someone to carry on as Fact Sheet Editor here. So far have been unable to find anyone qualified. We'll keep trying. With all the reports that the next six months will bring, we can keep him very busy.

If any of the reports given you don't qualify as Fact Sheets, please let me know as soon as possible.

If I've made any errors in listings, please also let me know.

HJS/dc

Reports or Research documents sent out to be digested for Fact Sheets.

Irving Merrill

*Z Shek
file*

1. BBC: Murt Mind study
2. An Analysis of some demographic and psychological characteristics of an educational television audience. By Richard I. Evans, Ph.D.

Clarence Flick

Many please forward

1. CBC Reports
2. The (Schramm Stanford) "Audience for ETV in the San Francisco Bay Area" (July 1957).

Gale Adkins

1. Anne Durham Robinson's thesis.
2. Fund for the Advancement—Purdue University Study.

Kenneth Harwood

1. The Thayer (Ohio State, Research grant-in-aid) study.
2. New York University Study: A Study in Large Group Teaching by Macomber and Siegel (?) (Note: title may be Thayer Study instead.)

Keith Tyler

1. The FAE (Glenn Burch) Study.
2. An Exploratory Study of Viewers and Non-viewers of ETV by J. Stacy Adams.

Raymond Cheydelur

1. Television as a Means of Meeting College Staff Shortages and Upgrading Guidance and Counseling Services in the Schools. By Walter M. Lifton.

Sam Becker

1. The Ed Brown Thesis (for evaluation and possible Fact Sheets)
2. ***** (only one)

*list by
Marrow*

*I
Sam: Should
have a copy
this? 9
7*

TO: Research Committee Members (as listed): Merrill, Flick,
Adkins, Harwood, Tyler, Cheydleur, and Becker
FROM: H. J. Skernis

DATE: November 25, 1957

MESSAGE: Help! Please send back the attached for digest here,
if you can't get digests in return mail. If attached is not accurate,
please straighten us out.

HJS:jg

Enclosure: (List of Research documents sent out for Fact Sheets.)

sent 11/26/57 gr

November 20, 1957

Mr. James W. Assad
525 Water Street
Brownsville,
Pa.

Dear Mr. Assad:

Thank you very much for your letter of October 9. I am enclosing a television Fact Sheet Index and believe you will find it helpful in obtaining material concerning the topic you mentioned in your letter.

Our Fact Sheets are available at ten cents per copy, or we can give you a complete set for \$7.50 (@ \$2.50 per year, the complete set covers 1955, 1956 and 1957). As of January, 1958, the NAEB Fact Sheets will be incorporated into the NAEB Journal and will be available via subscription at \$4.00 per year.

If you desire any Fact Sheets now, please let us know. Be sure to include the Series number AND Item number.

Sincerely,

(Mrs.) Judith B. Gans
Secretary

Enclosures: Index
(5) Fact Sheet Samples

December 12, 1957

Mr. G. N. McIlhenny
McIlhenny Paint and Varnish Company
Lake, Mississippi

Dear Mr. McIlhenny

Enclosed is a sample of our NAEB TV Research Fact Sheets and an Index. Fact Sheets are priced at 10¢ each or \$2.50 for all those issued during the year. As of January, 1958, the Fact Sheets will be incorporated into the NAEB Journal, and will no longer be mimeographed. The subscription price at this time will be \$4.00 per year.

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If you desire more information, please let us know.

Sincerely,

Judith Gans (Mrs.)
Secretary

Enclosures

OUR PRODUCTS ARE MADE ESPECIALLY FOR USE IN
HEAVY RAINFALL AND SALT WATER AREAS



TESTING STATIONS MAINTAINED ON ATLANTIC
AND GULF COASTS

McILHENNY PAINT AND VARNISH COMPANY

MANUFACTURERS OF
INDUSTRIAL AND MARINE COATINGS

LAKE, MISSISSIPPI

December 6, 1957

RECEIVED
WEB HEADQUARTERS
12-6-1957
REPRINTED

National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Gentlemen:

Kindly advise how we may procure a copy of the
following for the McILHENNY MUSEUM of SCIENCE and
INDUSTRY, Lake, Mississippi:

FACT SHEET SERVICE BULLETINS
(Education Television Research)

Thanking you,

Yours very truly,

S. N. McIlhenny
G. N. McIlhenny

GNM:e

2. S.

December 12, 1957

Mr. William Benjamin
Research Assistant
Peabody-Public School
Cooperative Program

Dear Mr. Benjamin:

Enclosed is a sample of our NAEB TV Research Fact Sheets and an Index. Fact Sheets are priced at 10¢ each or \$2.50 for all those issued during the year. As of January, 1958, the Fact Sheets will be incorporated into the NAEB Journal, and will no longer be mimeographed. The subscription price at this time will be \$4.00 per year.

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If you desire more information, please let us know.

Sincerely,

Judith Gans (Mrs.)
Secretary

Enclosures

GEORGE PEABODY COLLEGE *for* TEACHERS

Divisions: The Graduate School, The College, The Peabody Demonstration School, Survey and Field Services

NASHVILLE 5, TENNESSEE

RECEIVED
NAEB HEADQUARTERS

December 4, 1957

DEC 6 1957

AM PM
7|8|9|10|11|12|1|2|3|4|5|6

National Association of
Educational Broadcasters
Urbana, Illinois

Gentlemen:

I would like to get a copy of "Educational Television Research Fact Sheet", published by your association. Please let me know if it is available now, and how much it costs.

Sincerely,

William Benjamin

William Benjamin
Research Assistant
Peabody-Public School
Cooperative Program

pm

Send full set of fact sheets - if available

SCHOLASTIC TEACHER

fill for 5.00
only

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Fact sheets

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NAEP HEADQUARTERS

December 6, 1957

11/8 9/10 11/12 1/2 8/4 5/6
11/8 9/10 11/12 1/2 8/4 5/6

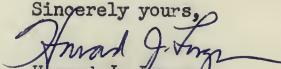
Mr. Harry J. Skornia
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Ill.

Dear Mr. Skornia,

At the present time I am free-lancing a major article on closed-circuit television for the new education magazine School Management.

I would very much appreciate whatever reports are available from NAEB on CC-TV in the schools, particularly comparisons of TV and non-TV students.

Sincerely yours,


Howard J. Zanger
Managing Editor
Scholastic Teacher

RECEIVED
NAEB HEADQUARTERS

DEC 25 1951

7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

December 18, 1957

National Association of Educational Broadcasters
Fact Sheet Service
14 Gregory Hall
Urbana, Illinois

Dear Sir:

I would appreciate your sending me the following listed
Fact Sheets, Educational Television Research.

Series I: The Effectiveness of Television (as a Teaching Tool)

#(13) 15, 18, 23, 25, 27, 29, 30, 31,

Series II: Production Principles

1, 7, 8, 10,

Series III: Bibliography

4, 7.

Series IV: Audience Studies

#(5)

Enclosed find check to cover cost.

Sincerely,

E. Kurt Finck

E. Kurt Finck
250 S. Sierra Bonita Ave.
Pasadena, Calif.

*sent
12/26
27*

December 12, 1957

Rev. John E. Walsh
Head - Department of Education
University of Notre Dame
Notre Dame, Indiana

Dear Rev. Walsh:

Enclosed is a sample of our NAEB TV Research Fact Sheets and an Index. Fact Sheets are priced at 10¢ each or \$2.50 for all those issued during the year. As of January, 1958, the Fact Sheets will be incorporated into the NAEB Journal, and will no longer be mimeographed. The subscription price at this time will be \$4.00 per year.

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If you desire more information, please let us know.

Sincerely,

Judith Gahns (Mrs.)
Secretary

Enclosures

UNIVERSITY OF NOTRE DAME

Notre Dame, Indiana

RECEIVED
NAEB HEADQUARTERS

DEPARTMENT OF EDUCATION

DEC 6 1957

December 11, 1957

7|8|9|10|11|12|1|2|3|4|5|6

National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Sir:

Please send me any information you have concerning educational television
which may be available for distribution.

Sincerely yours,

John E. Walsh, C.S.C.
(Rev.) John E. Walsh, C.S.C.
Head - Department of Education

JEW/ljl

fact sheets correct form

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

November 25, 1957

RECEIVED
NAEB HEADQUARTERS

NOV 26 1957

AM 7 8 9 10 11 12 1 2 3 4 5 6
PM

Mr. Harry Skornia
NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I am enclosing my report on the Belson study, and am sorry that I cannot honestly give it my unqualified approval. This is unfortunate because it represents a tremendous amount of hard work and a sincere devotion to research in broadcasting effects.

Before I forwarded this lukewarm review I asked a colleague of mine who knows both social science research and statistics to look over the methodology, and we both agreed on what is written as comment.

Please send me some extra copies so that I may forward one to Mr. Belson along with an expression of my interest in his work.

Sincerely,

Irving R. Merrill

Irving R. Merrill
Director of Television Research

IRM/cdm

1 encl.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR
TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF
MARYLAND



WISCONSIN
HISTORICAL
SOCIETY



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